

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLXI, No. 1

NEW YORK, OCTOBER 6, 1932

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More than Merchandise

In "*The Moon in the Yellow River*"—a drama in which the poetical, imaginative Irish nature is silhouetted against stubborn material facts—this note of frustration occurs—"We believe in fairies and trade in pigs."

To dream beautiful dreams—only to awake to disillusioning limitations—that is the most heart-breaking experience that can befall a manufacturer.

But to dream beautiful dreams—and then awake to fabricate them into tangible substances of elfin texture and bewitching loveliness—that is an experience justifying belief in "Aerial spirits, by great Jove designed to be on earth the guardians of mankind."

Van Raalte, uniquely blessed with an acute consciousness of the fine and tasteful, has the added happy faculty of translating these qualities into exquisite feminine tid-bits—stockings, gloves, underthings.

In this they have thrown to us a gauntlet, challenging artist and writer to believe with them in fairies, and—through the medium of ink and paper—to present Van Raalte creations as something more than merchandise.



N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London



This is the new Gem Double Edge Blade — the latest product of the American Safety Razor Corporation who have been clients of the Federal Advertising Agency for over twenty-five years—and still going strong. (See the center spread October 8th issue of the Saturday Evening Post.)

THE INTERRUPTING IDEA

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXI

NEW YORK, OCTOBER 6, 1932

No. 1

Increasing Profits by Watching the Incoming Mail

All Sorts of Letters Have Gainful Possibilities. Every Ounce of Business Should Be Squeezed from Advertising Replies

By Roy Dickinson

EVERY business organization gets letters every day. Over the desk they come, close-ups of prospects—words from people who have taken the trouble to write to the firm about something.

One may be written with a stubby pencil on a fragment of brown paper, asking for prices on a new part for a machine. Another on the swanky letterhead of a great country estate.

What happens to all incoming letters, how carefully they are read, how intelligently they are answered, often make the difference between profit and loss.

The president of a Chicago wholesale house was willing to make a bet that he could "go downstairs now" (it was 5:25 and the office closed), take from the retired file a handful of letters that had been answered, study them carefully, write further replies and get thousands of dollars' worth of business.

There may be so much more in a letter than appears on the surface. Sometimes a letter will lead to a new product being made if the man who gets it will read it with imagination. Cash and culture are not synonyms.

Many a poor looking letter has led to an important sale when it was read and followed up with intelligence. Sometimes down near the end may be a paragraph which shows the sales approach which should be taken in the follow-up. If such letters are put into a gen-

eral hopper which turns out only cards with a name on them for a salesman to call on, business is lost.

The advertising manager for a piano company increased business by using his head a bit in the answering of inquiries.

He read all letters carefully, tried to dig beneath the words, picture the type of person who wrote them.

Then he and one of the floor salesmen wrote personal letters, based upon a close study of the prospect's inquiry.

"I have put a tag on one instrument which seems to meet your particular needs," one reply said. "It won't be sold until you have a chance to try it. Since reading your letter carefully I have gone down to the floor and played it myself"—and more to the same effect, written carefully to meet the needs expressed or implied in the letter.

Such a realization that every letter can be an intimate transaction between individuals, will help any business.

This very morning there are doubtless letters in the mail of every reader of this article which cry aloud for this sort of careful study, more intelligent handling.

I know a man who wrote to a distant advertiser asking the price of a part for his old milking machine. Two weeks later a salesman from the nearest store came eighteen miles to see him. He was

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all set to sell the writer a new machine. All he had been given was his name and address type-written on a blue card. No reply to his inquiry; just a salesman who was peeved when he was politely turned down.

The great present increase in inquiries about new parts for old products, from harrows to gasoline lanterns, make the idea used by a manufacturer of erasers, a sound one for men in every line of business.

For several months now this manufacturer has insisted on one man putting a postscript on every letter that goes out of the place, no matter on what subject.

It is a selling postscript in pencil. It says: "This sentence was written with a Faber 482, No. 1. The next few words were erased with our new sponge rubber mounted desk eraser, made to match the newer desk sets."

The missing words are well erased, needless to say. How many manufacturers could adopt this idea with profit as part of their reply to every inquirer for a replacement part?

Give the inquirer an intelligent, carefully written, friendly reply with complete details of prices and service, then a selling P. S. calling attention to the new product, the new low price, the improved design, package or service.

Compare These Replies to a Customer's Letter

A woman who wrote to the manufacturer of an electric chafing dish asking how to clean it, received a short, curt note, to the effect that the house didn't make that type of dish any longer. "Sincerely yours,"

She then wrote to the Rome Manufacturing Company whose advertisement she had seen, and received a friendly letter. She was told that if she would send the dish on (and details of how to pack it were carefully given), the company would be glad to examine it, then tell her whether it could be satisfactorily refinished and what the cost would be. From now on, when she goes into a store

and sees a Rome trade-mark she is going to buy. I know because she told me.

The letters that come through the mail to the manufacturers' plant these days may roughly be divided into four general classes.

1. Grade A Prospects.

These are the kind of letters which look good even on first reading. Written on good quality paper, intelligently phrased, they are easily answered and receive immediate, intelligent attention.

2. Nut or Wild-Goose Prospects.

These are the type of inquiries which are often overlooked or not intensively handled because the inquirer lives in an out-of-the-way place, makes a queer request or seems to be somewhat cranky and undesirable.

3. The Poor Relation.

This type of inquiry is sometimes humble and begging in tone. Its whole make-up is likely to look as though the prospect could not afford to buy the particular product the manufacturer is selling. I tell later how some of these poor relation prospects were turned into real business by one manufacturer.

4. Give Me a Job.

Manufacturers who advertise are receiving many more such requests than they ever did before. Some of them, such as the Nash Golden Rule Clothing Company of Cincinnati, are deliberately going after this sort of inquiry now and tying up regular advertising with a search for men who have been dropped by other companies and are willing to take the line on commission.

Let us say nothing about the Grade A prospects. Everybody likes them.

We take up immediately the nut customer. So many of these inquiries are handled too quickly and in too routine a manner.

A nut wrote a big lumber concern a few years ago. This was a company which had been in business for several generations. The youngest of three partners happened to be around the office one Saturday afternoon looking for a

(Continued on page 92)

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Nipper Goes off the Roll of the Unemployed

Victor Dog Gets a New Job Telling about His Master's Voice

By Bernard A. Grimes

POPULAR demand has brought "His Master's Voice" out of retirement. Victor's trade-mark, which advertising has made known in every part of the world, returns to the advertising stage in a new role, that of a trade character.

For years he was pictured in his ever-listening attitude, a trade-mark on which an advertising fortune was spent. Today he has the principal speaking part in a new campaign.

It was said in 1916 by Francis Barraud, the artist who painted him, that "Nipper bids fair to go on listening into the ages." But Barraud did not foresee changing circumstances of business or the whims of men. He did know his dog and the public's love for dogs.

This trade-mark which refuses to be forgotten wasn't designed as a trade-mark, nor has it ever carried the name of its sponsor. Barraud, when he found the Gramophone Company, Ltd., wanted his painting for advertising purposes; advised that it not be made an obvious advertisement and to leave it without any lettering, merely keeping the title, "His Master's Voice."

"I pointed out," he said, "that the subject spoke for itself and required no explanation."

How wise was his analysis is borne out in the light of recent developments. The absence of an advertiser's label undoubtedly has been a factor in bringing the trade-mark back to active life.

Nipper, as the dog is known, got a new master following the merger of the Victor Talking Machine Company with the Radio Corporation of America. The new company felt that he had outlived his usefulness.

There were sound reasons for letting him fade out of the picture. RCA interests dominated the

merger, radio constituted the major market and it was felt the trade-mark was too strongly identified with phonographic products to be put to work in selling radios.

This was not the first big adjustment that Nipper had to make to changing conditions. His services were questioned when the horn phonograph was succeeded by the cabinet Victrola, but he hung on to his job filling in here and there. He wasn't able, however, to hold his own with the radical change that came with his change of owners.

But RCA-Victor failed to reckon with Nipper's friends. When a popular response is struck and intelligently cultivated, it will refuse to die without a struggle. Nipper's experience on this score recommends itself to those directors, bankers and accountants who think that the value of a trade-mark may be computed in conference or from bookkeeping records.

Dealers Were Loyal to Dog

Many Victor dealers who became part of the new organization never gave up "His Master's Voice" as a display. Their persistent loyalty was recognized but it remained for a chance incident to demonstrate the latent sales significance that lay dormant in Nipper's enforced idleness.

A store in Atlantic City kept in its window one of the papier-mâché models once so popular. Several inquiries from boardwalk passers-by as to whether the model could be bought resulted in unearthing several thousand of them in the Camden storerooms. These were put on sale and several hundred sold in a month.

Here was an eye-opener. If people wanted models of the trade-mark enough to pay for them, it



must have a stronger hold than was imagined. Then, too, there was the marked advertising success of the Texaco dogs, a straw in the wind, along with the public's response to dog pictures featured by Pro-phy-lac-tic and National Carbon.

The company decided to give Nipper a try-out. He made a return engagement in a March magazine advertisement. He was shown in his familiar sitting position. However, to carry out changed conditions as described in the headline, "His Master's Voice of Today," he sat before a radio. The upper right-hand corner of the copy reproduced an insert of the old familiar trade-mark. This brought in more than fifty letters of spontaneous approval from the trade.

Still the company was unconvinced that this showed other than a reawakening of sentimental attachment. In August, Nipper was given another try-out. This time he did his listening to "His Master's Voice on the Air" from the left side of the advertisement instead of his habitual sitting position to the right. More letters were received from dealers.

This increasing evidence of advertising possibilities provoked keen discussion. There were those

who contended that the trade-mark stood for something outmoded. Those in favor pointed out that affection for the trade-mark still lived, that it was known to represent quality and dependability and would be so regarded by the majority of the buying public, heads of families who, as children, grew up with Nipper as a familiar friend.

The argument also was put forth that re-employment of the dog would give the company's advertising human interest and attention-value different from anything used by competition. A campaign was built around Nipper.

An advance showing before a convention of dealers brought cheers.

Nipper has started work in a national campaign, appearing in 250 newspapers in key cities and magazines. One dealer has already put Nipper on the radio. A large quantity of papier-mâché models will be distributed together with six-foot cut-outs for dealer display.

One of the major assets in giving Nipper his new job, it is believed, will have its origin in the established acceptance of a dog's loyalty to its master. He can be the mouthpiece that sets forth the product's claims to superiority.

Readers Know

Which Paper Makes Them Buy



When newspaper readers turn classified advertisers they use the newspaper in which *they* read advertising, the newspaper which has the most influence in making *them* buy.

In Milwaukee, classified advertisers used more than twice as many ads and nearly twice as much linage in The Milwaukee Journal as in the combination newspaper (morning, evening and Sunday) in the first eight months of 1931.

When the buying public shows such preference for The Journal it is evidence that this newspaper alone in Milwaukee offers the coverage, reader interest and responsiveness so essential to advertising results today.



THE MILWAUKEE JOURNAL

FIRST BY MERIT


Publisher, H. J. Grant Advertising Manager, Irwin Maier



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WITHOUT WARNING

● There was no official with a gun to start crouching Business off at the "turn of the corner" back in '21. There is none this time. The record of those trying years shows clearly how consistent, intelligent advertising served to keep many a business out in front ready to increase its lead at the turn. McCann-Erickson is equipped to help its clients take full advantage of today's exceptional opportunities to establish a sound position in the markets of the present as well as in the wider fields the future surely holds.

ANNERICKSON • Advertising

Each office an agency in itself equipped to give full service to clients
New York • Chicago • Cleveland • Denver • San Francisco • Seattle • Los Angeles
Wancouver • Toronto • Montreal • Winnipeg • London • Paris • Frankfurt, a.M.

Gets Front-of-Store Display for Behind-the-Counter Product

Axe Handles in Envelopes Backed by Business-Paper Advertising Make Staple a Specialty

By Theodore C. Rose

Sales Manager, American Handle Company

HANDLES for axes, adzes and picks, for years were considered as much of a staple item in hardware stores as nails or screws. In many retail hardware stores they were thought to be more or less necessary evils, not because they were slow selling but rather because they were sold in a manner which lacked any particular merchandising interest.

The short handles were generally kept in a box or a bin hidden under the counter. If they had to be stacked on the shelves, they were usually left in cartons in which they were shipped and put where they could not be seen. The larger handles were usually found in the rear of the store or in the basement. The dealer might even take them out of the crate and throw them into a box or a barrel.

Of course, the result of this was that not only were sales lost but the handles soon became so dirty from the normal accretion of dust and from being handled by prospective purchasers that frequently some of them had to be sold at a loss. Because of this condition retailers began to take the position that they could make just as much profit out of low grade handles as out of the better grade with the result that they did not purchase large quantities of the latter which meant a

direct loss to our organization.

We thought that if the average purchaser were willing to spend real money to get a high-priced, quality axe or hammer, he would

How can anyone make money on hickory handles if he sells them like nails?



Modern buying habits have caused dealers to adopt modern selling methods. In every line proved, practical, packaged merchandise is replacing bulk merchandise and unloading it.

Customers no longer want to select handles from a dirty, dirty, assortment pulled from a pile under the counter.

Contrast this with our clean, glassine wrapped and individually packaged American King Handles, packed our doors in a beautifully colored display carton, a good economical unit in order. These outstanding quality show full service to their fine, high better use finish and attractive packaging.

Each handle hand-picked of finest second-growth hickory, with extensive spring work, steel band grip, scabbled butt and clear straight grain from end to end. Smooth, Hester's and Camp axes are available. All are untempered.

Visualize this cartoon on your counter—think of it in terms of greater sales. Write us—we'll tell you how to make handle selling doubly profitable.

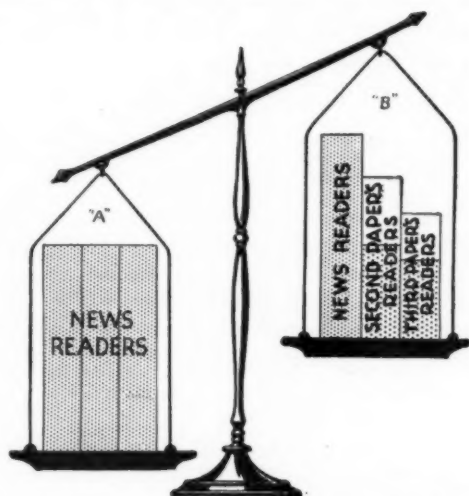
The American Handle Co.
Baltimore, Maryland

Business-Paper Advertising Is Directed at the Dealer as Well as the Jobber

also be willing to buy equally as good quality in a handle to replace the original handle after it had worn out.

In 1926 we looked over the field and determined that if axes, hammers and hatchets could be dressed up to the extent of being individually packed, there was no reason why the same treatment could

You Can Sell More Detroit Homes By Concentrating in The News



The home coverage afforded by the three Detroit newspapers, in terms of home readers and, consequently, potential buying power, is graphically portrayed by the chart above. "A," or the left half of this chart, shows how advertisers can reach the greatest number of home readers EVERY TIME by publishing all their advertisements in The Detroit News. "B," or the right half of the chart, shows relative coverage obtainable when space, instead of being concentrated in The News exclusively, is split among all three Detroit newspapers. Note the *light shaded* portion of the right side of the chart, which shows how News' circulation overlaps 54% of the circulation of the second paper and 69% of the circulation of the third paper.

Make your copy dominant in The News and get thorough coverage of the Detroit market at a single, economical advertising cost.

The Detroit News

THE HOME NEWSPAPER

New York
I. A. KLEIN, INC.

Chicago
J. E. LUTZ

not be given to handles, the sales of which amount to about five to one of the sales of tools. We believed that the answer to this problem was to present our product to the trade so that each customer would receive a nice, clean, white handle free from dust and dirt, so that the quality would speak for itself and justify the price asked.

While we could pack each handle individually, we felt that in the beginning at least the cost of advertising direct to the consumer would be prohibitive. Therefore, we had to devise some means of catching the eye of each prospect.

A counter display solved this problem for us so we decided to pack each short handle in a transparent envelope, one dozen to a printed carton, the top of which when opened up would tuck in the back of the carton and thereby display the handles, protected from dust and dirt and where they could not be handled by everyone. Because the handle shown would appear clean and attractive, there would be no temptation on the part of the customer to look through the whole stock.

Getting our product properly packed was one problem. Getting it into retailer's stock was another. Since our sales are to jobbers exclusively, it was up to us to get their salesmen interested to the extent that they would carry samples as well as a catalog page. It had already been our experience that where samples were carried, sales were greater.

We discussed this matter with several buyers and sales managers who told us their men would gladly

carry samples if we provided a convenient means of doing so and that they felt, like ourselves, that this could be put over in a big way.

Our final decision was that if a few jobbers could put it over and were actually interested in it, it would not be long before our method would be generally accepted by all jobbers. We were so conservative in the beginning that our initial orders for containers, sample cases, catalog pages were smaller than the demand and we soon found them exhausted.

While our sales are confined to jobbers exclusively, we felt our advertisements in the hardware journals would be read by at least 90 per cent of the retail trade who, if interested, would want complete information without a lot of trouble and expense. Unless we made direct appeal to the retail trade, we knew that retailers would take up the matter with some jobber and if that particular jobber was not carrying our line, he would try to sell something else.

Therefore, our advertising is directed to the retailer as well as the jobber and when an inquiry is received from a dealer, it is acknowledged on a special letterhead showing the packing, and at the same time informing the dealer where he may purchase his supply through a jobber located conveniently to him.

Copies of all such correspondence are sent to the particular jobber to whom the retailer has been referred so that he may follow it up and see that the matter is handled satisfactorily.

Hadcock Returns to "The Spur"

John Hadcock has returned to *The Spur*, New York, as director of advertising. He was associated with the late John Angus McKay in the creation of *The Spur* nineteen years ago and was director of advertising of that publication for many years.

Gets Bayuk Cigar Account

Bayuk Cigars, Inc., Philadelphia, announced on Tuesday the appointment of McKee & Albright, of that city, as its advertising agency.

Kosto Account to Ruthrauff & Ryan

The Kosto Company, Chicago, manufacturer of Kosto pudding, has appointed Ruthrauff & Ryan, Inc., to direct its advertising account. Newspapers, outdoor advertising and radio will be used.

Joins Alcorn

Ted Bolle, at one time with the H. W. Kastor & Sons Company, Inc., Chicago, and for three years advertising manager of the Puritan Malt Extract Company, of that city, has joined the Chicago office of the Franklin P. Alcorn Company, Inc., publishers' representative.

ADD NEARLY \$1,000,000 EXTRA TO JACKSONVILLE'S PURCHASING POWER

1933 tax millage reductions from 19.2 to 11.5 mills in Jacksonville will release nearly \$1,000,000 formerly spent for taxes. This money becomes available for purchasing your goods.

Nor does the reduced millage mean short public rations for Florida's biggest city. The 1933 budget includes appropriations for many improvements including paving and storm sewers.

Jacksonville's municipally-owned electric plant earnings have made tax reductions possible. And its low current rates are a magnet attracting new industries and new residents.

Similarly, advertising in Florida's Foremost Newspaper dominates and compels the buying power of Jacksonville's half-billion dollar market.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York Chicago Los Angeles San Francisco

..... AND THE ADVERTISEE



THE CHICAGO

CONCENTRATED QUALITY QU

National Advertising Representat

250 Park

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO

Palmolive Building

PHILADELPHIA

Record Bldg.

DETROIT

New Center B

THE AVERAGE RESULTS!..

for the first
eight months this year
The Chicago Daily News
carried more Beverage
Advertising than any
other Chicago daily..



Authority: Media Records, Inc.

CHICAGO DAILY NEWS
EVENING CIRCULATION

Representative GEORGE A. McDEVITT CO.
250 Park

DETROIT Monadnock Bldg.
New Center B

Financial Advertising Offices
NEW YORK
165 Broadway



CHICAGO
29 S. LaSalle Street

INCREASE. During the month of September, The Free Press **GAINED** 9,156 lines of Retail advertising over September, 1931. One evening newspaper shows a **LOSS** of 165,914 lines. The other evening newspaper shows a loss of 64,708 lines. Results tell the story. Why not sell in Detroit where the buyers are. The Free Press provides the privilege. **THE DETROIT FREE PRESS**

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How to Reach the Small-Town Dealer

Many Manufacturers These Days Are Neglecting This Extensive Market in Favor of the Large Volume Outlets

By Andrew M. Howe

FOR some time past I have been asking sales managers how they were reaching the small-town, small-volume retailer.

It was to be assumed as a matter of course that all were exerting themselves strongly in this direction; for who in these strenuous days is going to overlook any legitimate opportunity to add to his sales volume?

I was not a little surprised, therefore, when fully half of the sales managers interviewed admitted that they were rather sadly neglecting this outlet with all its enormous potentialities.

Each conceded without the least argument that he was probably making a mistake in not at least attempting to get this business. Some explained that they were operating on such reduced budgets that they had to confine themselves mostly to the larger stores. Others said they would try to gather in this business if they knew how.

"We have been working on the problem," said several, "but so far we have not been able to hit upon a satisfactory solution."

Anyone looking for a 100 per cent satisfactory method for selling the small-town dealer during these times may as well quit now. There isn't any entirely satisfactory method. Every company which I consulted expressed itself as being dissatisfied with its present plan. Perhaps, however, this dissatisfaction is merely an indication of merchandising aggressiveness. The days are numbered for any company which thinks its present plan of doing anything is entirely satisfactory and not subject to improvement.

Those companies that distribute their products through jobbers are placing the whole problem on the jobbers' shoulders. Many of them

have found that it is to the advantage of both the jobber and the company for the company salesmen to handle the larger accounts in the big cities and to let the jobbers' men handle the smaller towns.

The company is better able to contact and deal with the larger accounts and most jobbers recognize this. The jobber, on the other hand, is usually better equipped to contact and service the smaller accounts. If there is a clear understanding of the work that he is to do, there is likely to be less conflict.

Of course, jobbers, too, are operating in many instances with smaller sales forces and they are not able, therefore, to cover the territories as frequently or satisfactorily as desired. So, leaving it up to the jobber is only half solving the problem. Some way must be found to give him a helping hand.

Jobber Deserves Complete Co-operation

It should go without saying that the manufacturer should give the jobber complete co-operation to enable him to get all the possible business out of the smaller accounts. A manufacturer is more likely to get better service from his jobbers if he shows that he realizes the capabilities of the jobber. If a manufacturer is forever butting in and trying to tell the jobber how to run his business, he is likely to resent it. Co-operation doesn't mean dictation.

The Lily Tulip Cup Corporation is solving the problem of reaching the small-town market through its distributing system. It has special distributors in key cities all over the country. These contact the smaller accounts in their individual

territories. The company, itself, sells the larger accounts. The company salesmen do not attempt to reach the small accounts unless they are doing special work with the distributors' salesmen.

One of the major advantages of this plan is that the distributor is better able to get the credit rating of small retailers. W. R. Lenderking, Lily Tulip sales manager, believes that it would be easy for the company's salesmen to go into small towns and sell large quantities of goods but collections would be bad. From the standpoint of economy, letting the distributor handle the smaller accounts is the most satisfactory method. The distributor has up-to-date credit information.

This matter of credit was stressed also by F. D. Driscoll, sales manager of Sweet Orr & Co., Inc. This company has tried going after business in the smaller territories and found that it costs plenty.

Volume was easy to obtain but collections were difficult. Some of the salesmen were able to do from \$3,000 to \$4,000 worth of business a week, but they were selling stores which the credit department would not pass. This company formerly did most of its business with smaller stores. The larger stores were not particularly interested in work clothes and permitted the smaller stores to go after this type of business. Now, however, since so many of its former small outlets have gone out of business or have become bad credit risks the company is concentrating on the larger stores. It is endeavoring to educate these stores to the profit possibilities in work clothes.

Unprofitable Territories Have Been Abandoned

Certain sections, which the company believes to be unprofitable under present-day conditions, have been abandoned. The company's salesmen do not devote any attention to these. The good territories, however, the salesmen endeavor to cover like a tent.

There are a certain number of desirable dealers in undesirable

territories and the company is keeping in touch with these dealers by means of direct mail. Price lists are sent regularly and other data which will be of value.

This company is watching conditions carefully and as soon as any territory, which does not seem desirable now, shows signs of improvement salesmen will be sent in in a hurry.

One company is experimenting with two different plans. In its Middlewestern district salesmen are spending approximately 50 per cent of their time with jobbers and the rest with dealers. These men thus keep in touch with conditions in the field and are able to call on a great many dealers even in small towns.

A Crew of Emergency Men

In the New York territory, however, another plan is used. Here the company salesmen devote all their time to wholesalers. In addition, a special crew of men is kept available ready to be shot into any section at any time. When sales in a particular locality start to slide on any one product in the company's line, these men are sent in to remedy the situation. They are, in effect, emergency men. Their duties are to put on special drives when and where needed.

The company which is experimenting with these two plans is not entirely satisfied with either. The Middlewestern plan gives only a thin coverage, but the same men call on the same dealers, if only infrequently.

The special crew, on the other hand, seldom calls on the same dealers twice. The crew man walks in as a stranger every time. There is no opportunity for building up that close relationship between dealer and salesman which so many companies think is valuable.

The Van Raalte Company employs two types of salesmen. One covers the larger cities and the other the smaller territories. The large city men handle one line only. They are specialists in hosiery, gloves or underwear. The smaller

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locality men carry all of the company's lines.

Right now, the company is trying to impress upon its smaller territory men that the important thing is not the number of calls made but what is accomplished. It is urging its men to try to call less frequently but to follow up their accounts by mail.

The salesman is naturally more familiar with the individual problems of each account than the home office and, therefore, better able to handle correspondence intelligently. The salesman handles all of this mail follow-up while traveling. He comes into the home office only about twice a year.

Each man is responsible for his accounts and the company is endeavoring to make him more than a salesman. He is considered to be an executive in his territory. He is supposed to pass on ideas and suggestions to his retailers.

A manufacturer of automotive equipment, distributing through specialty distributors, divides the country into six districts. In each district it has a factory representative who supervises the activities of the distributors located therein and who reports directly to the home office. These men are definitely routed from day to day, although they have general instructions providing for the regular and frequent coverage of all territories in their jurisdiction in such a way as will provide for economy in traveling expense, etc.

Home Office in Constant Touch

Matters of importance are constantly developing in all districts which, of course, require deviation from salesmen's regular routes, and as the home office is in constant communication with all district representatives and has information at all times as to their whereabouts, necessary directions covering emergency routing may be issued at any time it is found to be necessary.

Temporarily, most of the companies with curtailed sales forces are instructing their men to work the larger territories first and then

give a little attention to the smaller sections.

About two-thirds of the time of L. C. Smith & Corona Typewriter salesmen is devoted to larger dealers. Smaller towns are not considered to be profitable enough to devote much time to. The demand is thin and only for the company's portable typewriter line. It does not attempt to reach dealers in towns below three and four thousand population.

Advertising Takes Up Slack

Of course, in almost every instance companies are using plenty of direct-mail and business-paper advertising to take up as much slack as possible in their small-town efforts. One sales manager reports that because of the decreased amount of material going to the dealer his direct mail is receiving more attention than it formerly did. Other companies, with products which require demonstration, are merely using direct mail to get and hold the dealer's attention and interest until a salesman can call.

One effect that concentrating on larger dealers has had is to attempt to get inquiries from business-paper advertising. A greater attempt is being made by some to arouse immediate action and in order to do this coupons are being used liberally with special offers.

The National Carbon Company, in order to make certain that every dealer knows about all of its sales helps, has been enclosing with every carton of its most popular items a return postcard offering different kinds of dealer help material. In addition, for special campaigns, jobbers have been furnished with an order book which the salesman uses. In using this book he makes out a carbon of the order which is sent to the company. This gives the company an indication of the amount of the order and the type and quantity of dealer helps which might be needed.

There is no doubt that the craze for profitable distribution has gone to extremes. A great many companies have learned that their most

profitable business comes from a very small percentage of their total accounts. The temptation has been great to cut off the smaller, unprofitable dealers and concentrate on the large ones. Few have gone so far as to cut the smaller ones off entirely but a great many companies are neglecting these dealers.

Yet here is a market of considerable size, dangerous to ignore.

As one sales manager said, "Most companies seem to believe that the dealers are to blame for this situation. As a matter of fact, it frequently is the company's own fault if it does not make a profit out of the smaller outlets."

"The manufacturer's system needs overhauling.

"We made a survey a number of years ago which indicated that a very large percentage of our dealers were costing us too much money. Instead of going to the other extreme and cutting them off, we tried to work out a compromise. We devote less attention to them, send them fewer dealer helps, and call on them less frequently.

"Our system is not entirely satisfactory but I believe that we shall soon be able to make a profit on the smaller dealers. It is a case of devoting just enough attention to them and not too much. Frankly, we haven't found just where the line of demarcation lies. But we are approaching the solution."

It might be to the advantage of a few manufacturers to experiment with a plan of concentrating on the small-town dealers for a change instead of the larger ones.

Instead of using the profit figures as a criterion of the advisability of selling only to the large accounts, why not accept it as evidence of the poor selling job that is being done in the thinner territories?

Competition for the large account is pretty keen today. There aren't so many salesmen calling on the little dealer. Here is an opportunity to obtain a large number of outlets and considerable good-will by giving the small dealer a helping hand. He needs a hand, too. He is having his difficulties and he isn't getting much help.

Manufacturers are figuring out ways for the large stores to make profits and letting the little fellow wrestle with his own problems. Perhaps these unprofitable accounts could be turned into worth-while ones. It might be a costly process and it might not be worth while. But it should be worth an experiment in a small way.

Those sales managers who stated that they intended to go after this market energetically as soon as they could afford to put on more salesmen may find that when that time arrives somebody else will have been there and sewed up the market. If this market isn't worth going after now, the chances are it won't be even in better times. Salesmen can be hired for less money now and the sales expenses can be kept down. Now is the time to tackle this problem, not next year or whenever costs start to soar again.

Grunow to Hays MacFarland

Hays MacFarland & Company, Chicago advertising agency, has been appointed to handle the advertising account of the William C. Grunow Company, Chicago. The distribution set-up for the marketing of the Grunow refrigerator is now practically complete, according to Duane Wanamaker, sales and advertising manager. It will be sixty days, however, Mr. Wanamaker states, before the advertising starts.

Ames Advanced by Eastman

Charles F. Ames, since 1905 general sales manager of the Eastman Kodak Company, has been elected vice-president and general sales counselor. Herman C. Sievers succeeds him.

Appointed by Bauer & Black

The entire advertising account of Bauer & Black, Chicago, manufacturers of surgical dressings and drug specialties, including Blue Jay corn plasters, Handi-Tape, Pal and Bike athletic supporters and the Cotton Picker, has been placed with Needham, Louis & Brorby, Inc., advertising agency of that city, effective January 1, 1933.

Dorf to Hartman

B. B. Dorf & Company, New York, importers of Holloway's London Dry, non-alcoholic gin, and Nuyns syrups and flavors, have appointed the L. H. Hartman Company, Inc., to direct their advertising. Newspapers and magazines will be used.

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"THANKS,

Dean Ackerman

... for the kind reference to this newspaper in your annual report of the School of Journalism to the President of Columbia University, quoted in part below:"

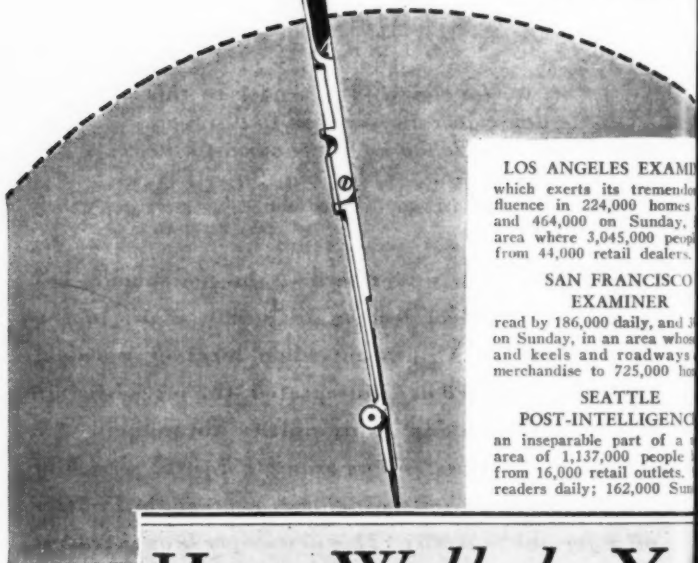
"During the year under review, the newspapers became the practical leaders in public affairs in the United States. At a time when local or national leadership wavered or disintegrated, the press became the nestor in many communities throughout the country. *The outstanding example was the service of The Indianapolis News, which was awarded the Pulitzer prize for public service. This newspaper brought about tax reduction throughout the state estimated by the Indiana Taxpayers Association at \$6,375,680, amounting to 4.25 per cent of the state budget."*



New York: DAN A. CARROLL, 110 E. 42nd St. Chicago: J. E. LUTZ, Lake Michigan Bldg.

On the Pacific Coast

MARKETS *have* EC



LOS ANGELES EXAMINER
which exerts its tremendous influence in 224,000 homes and 464,000 on Sunday, in an area where 3,045,000 people from 44,000 retail dealers.

SAN FRANCISCO EXAMINER
read by 186,000 daily, and 3 on Sunday, in an area whose and keels and roadways merchandise to 725,000 homes.

SEATTLE POST-INTELLIGENCER
an inseparable part of a area of 1,137,000 people from 16,000 retail outlets. readers daily; 162,000 Sun

How Well do You Know

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2,000 Sun

BEYOND the Sierras and the Cascades lies a different land . . . yet its people purely American. Its markets stocked with brands and labels familiar to the East . . . yet utterly different in their manner of distribution. Its newspapers printed in the English of Dana and Greeley . . . yet their influence exerted in ways unfamiliar to the eastern advertiser.

On the Coast there are three great markets, each with a SECOND ZONE . . . far outside of the cities of Los Angeles, San Francisco, and Seattle there are zones that buy as great, or greater, a volume of merchandise than do the cities proper.

No suburbs these, but states within states. A hundred, a hundred and fifty miles away they stretch. In them are towns, villages, cities . . . self-sustaining, self-buying.

In these vitally important Second Zones, *as well as in their capital cities*, powerful Hearst newspapers exert their influence with news of events . . . and news of products.

One of the functions of the Boone Organization is to collect reliable data on the present-day requirements of the three great Pacific Coast markets, and to make this information easily available to all advertisers.

Yo KNOW *the* COAST

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

Pacific Coast Group
A UNIT OF

HEARST ADVERTISING SERVICE

New York

Boston . Chicago . Detroit . Philadelphia . Rochester
Cleveland . Atlanta . San Francisco . Los Angeles . Seattle

Plain Talk for Sohio

TWENTY-SIX newspapers will carry one insertion each, for six weeks, in a campaign started by the Standard Oil Company of Ohio. Life-size photographs of typical automobile owners, many of them snapped in action, deliver the advertising messages which eschew anything savoring of exaggerated claims.

The campaign aims at two objectives described to the trade as follows: (1) Making it clear to motorists that they can't afford to buy gasoline and motor oil in careless, hit-or-miss fashion; and (2) strengthen the feeling now held by many motorists that they can always depend upon the Standard Oil Company and Standard Oil products.

Simple, everyday language was wanted for the copy, so the company went to motorists for its material. Its survey searched for reasons behind buying habits and, upon the results of conversations with people at filling stations, brief copy that gets away from long-



winded arguments and gets down to plain facts, is produced.

Quiet, sensible sales talks, the company believes, are bound to strengthen its prestige.

Dorothy Crowne Joins Futura

Miss Dorothy Crowne, for the last twelve years with The John Budd Company, publishers' representative, New York, has joined the Futura Publications, Inc., of that city, as assistant to the president, Leonard Dreyfuss. Miss Crowne, who is president of the Advertising Women's Club of New York, Inc., will be responsible for co-ordinating the work of all departments of the Futura Publications.

R. C. Patterson, Jr., with NBC

Richard C. Patterson, Jr., for the last five years Commissioner of Correction of the City of New York, has resigned to become executive vice-president of the National Broadcasting Company in charge of operation. George F. McClelland, vice-president, has been made assistant to the president.

Liberty Mutual's Largest List

The fall advertising schedule of the Liberty Mutual Insurance Company has just been released. This program calls for the largest list of newspapers this company has ever used. Street & Finney, Inc., handles the account.

Sherman Agency Resumes

George C. Sherman has resigned as an officer and director of Reimers, Whitehill & Sherman, Inc., New York, advertising agency, which will be known hereafter as Reimers & Whitehill, Inc. He will resume business with his new and former associates of the George C. Sherman Company, Inc., at 183 Madison Avenue, New York, under the name of George C. Sherman, Inc.

"Wesleyan Cardinal" Appoints Bradbury

The *Wesleyan Cardinal*, published at Wesleyan University, Middletown, Conn., has appointed the W. B. Bradbury Company, representative of a group of college humorous publications, as its exclusive national advertising representative. J. L. Smyth, formerly with Littell-Murray-Barnhill, has joined the Bradbury New York sales staff.

W. R. Rogers with Washington "Herald"

William R. Rogers, for a number of years a member of the advertising staff of the Philadelphia *News* and, most recently, with the *Washington Post*, has joined the local display staff of the *Washington Herald*.

Automobile vs. Train as Vehicle for Salesman

CORNING GLASS WORKS
CORNING, N. Y.

Editor of PRINTERS' INK:

Would you tell me of any studies that have been made, or of any articles that have been published, regarding the costs of covering sales territories traveling by automobile versus traveling by train?

What might be considered standard conditions for traveling by automobile, i.e., the necessary adjacency of cities and towns in which calls are made to effect savings, etc.?

E. B. GORE,
Sales Research & Statistics.

ANY studies that may be made regarding the cost of covering sales territories traveling by automobile versus traveling by train must take into consideration a number of different factors: The spread of the product, how intense is the distribution, how far apart are towns and cities, how many dealers must be visited in a single city.

Salesmen traveling in small cars, assuming that they will do about 20,000 miles a year, will run up an automobile expense of a maximum of 4.5 cents per mile. The minimum will run as low as a little over 3 cents.

Trains and buses, on the other hand, have a maximum mileage cost below the minimum cost of automobiles.

In a territory where a salesman is covering every town and village and calling on a great many stores, the time factor becomes of great weight in favor of the automobile. If he is traveling in the rural districts, the chances are that there are very few trains and that bus schedules even are limited. This means that after his calls are made, he may have to waste a great deal

of time which, if he had an automobile, could be spent in travel.

On the other hand, if the salesman is calling on large cities which are fairly far apart, his cost of travel between cities is much cheaper by train, or bus than by automobile and, particularly in the case of the trains, much more rapid. In addition to that, he can use the trains for night traveling on long jumps and still have his full business day for selling. For this reason many salesmen will still find it more profitable and effective to travel by train than by car.

If a company has distribution among a great many stores in a single city, it is cheaper for the salesman to travel by car because he can get from store to store rapidly and at a cost which will be less than would be necessary if he were using street cars and local buses. Frequently use of a local "drive yourself" service will be more economical than using regular means of transportation.

The question of the desirability of trains as against automobiles inevitably simmers down to the matter of how the company's products are distributed. Large companies, like General Foods and Standard Brands, have developed highly efficient motor fleets which are ideal for their particular set-up. On the other hand, some of the larger companies selling textile products, for instance, where the majority of the calls are on large department stores in the larger cities, find it much more satisfactory to travel their salesmen by train.—[Ed. PRINTERS' INK.]

Cleveland Newspapers Allied

FORMATION of the Forest City Publishing Company to acquire all the stock of the Cleveland Company, publisher of the *Cleveland News*, and of the Plain Dealer Publishing Company, publisher of the *Cleveland Plain Dealer*, was announced Tuesday by the two newspapers.

B. F. Bole, is president of the newly formed company. Directors include: Mr. Bole, George M. Rogers, John S. McCarrens, Dan R. Hanna, Jr., John A. Hadden, G. S. Holden and I. F. Freiberger.

The individual identities, policies, management and officers of the two papers will remain unchanged.

Here Is What *Most* Readers *Really Read* in the 3 Big Weeklies

Being a Frank Tabulation of the Ten "Best Read" Editorial Items in *Liberty* and the 2 Other Leading Weeklies Checked by Percival White, Inc., During the Past 20 Weeks

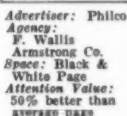
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|-------------------|---|-------------------------------------|-------------|
| Liberty. | 1. Will Japan Try to Conquer The United States? | <i>Gen. William Mitchell</i> | Non-Fiction |
| | 2. Bluff | <i>Frank W. Wead</i> | Fiction |
| | 3. Shoot And Be Damned! | <i>Sergeant Ed Halyburton</i> | Non-Fiction |
| | 4. Beyond Control | <i>Rex Beach</i> | Fiction |
| | 5. Ten Francs A Dance | <i>Edward Hope</i> | Fiction |
| | 6. Two White Men—And Another | <i>Achmed Abdullab</i> | Fiction |
| | 7. Strange Clues—The Case of Mr. Wainwright | <i>Edmund Pearson</i> | Non-Fiction |
| | 8. Only Two Years, My Lovely | <i>Dorothy Black</i> | Fiction |
| | 9. The Only Way | <i>Day Edgar</i> | Fiction |
| | 10. While There's Life There's Hope | <i>Margaret Kennedy</i> | Fiction |
| Weekly "A" | 1. The Chartreuse Pajamas | <i>George F. Worts</i> | Fiction |
| | 2. Let The Girl Go | <i>John C. Groome, Jr.</i> | Fiction |
| | 3. Steak With Onions | <i>Lucian Cary</i> | Fiction |
| | 4. The Girl Who Blushed | <i>Mary Heaton Vorse</i> | Fiction |
| | 5. Make Mine A Speakeasy | <i>Miriam Hopkins</i> | Non-Fiction |
| | 6. Wife For Sale | <i>Kathleen Norris</i> | Fiction |
| | 7. No Way To Win A Girl | <i>Richard Connell</i> | Fiction |
| | 8. Too Much Money | <i>Talbert Josselyn</i> | Fiction |
| | 9. There's Always One Witness | <i>Hugh MacNair Kabler</i> | Fiction |
| | 10. Fathoms Deep | <i>Octavus Roy Cohen</i> | Fiction |
| Weekly "B" | 1. The Great Crooner | <i>Clarence B. Kelland</i> | Fiction |
| | 2. Platinum Faults | <i>Elizabeth Alexander</i> | Fiction |
| | 3. What A Handsome Pair! | <i>F. Scott Fitzgerald</i> | Fiction |
| | 4. Keeper Of The Keys | <i>Earl Derr Biggers</i> | Fiction |
| | 5. And Him Long Gone | <i>Alan Le May</i> | Fiction |
| | 6. The Rubber Check | <i>F. Scott Fitzgerald</i> | Fiction |
| | 7. Show Down | <i>Charles Francis Coe</i> | Fiction |
| | 8. Silver Platters | <i>Maude Parker</i> | Fiction |
| | 9. The Republican Case | <i>Calvin Coolidge</i> | Non-Fiction |
| | 10. I Want To Be An Aviator | <i>Wm. Hazlette Upson</i> | Fiction |

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America's
ST READ *Weekly*



Average Page Advertisement in Liberty		
	Per Cent Over Second Weekly	Per Cent of Extra Persons Noting Over Third Weekly
This Week (September 24 issues)	6%	59%
21 weeks to date (av. of White surveys)	17%	47%
	Projection of Extra Volume of Persons Noting	
This Week (September 24 issues)	Over Second Weekly	Over Third Weekly
111,043		356,458
246,966		935,128

HIGHEST RATED ADS OF THE WEEK

SEPT
24

This Plan Gets Dealers to Push the Product

They Can Be Taught to Sell as Well as Buy if Salesmen Follow Through with Helpful Ideas

By A. Mosheim

President, Tre-Jur, Inc.

FOR the manufacturer who wants to get sales volume on a specialty through retail outlets the important thing is not how much the merchant is willing to buy as an initial order, but *what he is going to do to sell it.*

From the Tre-Jur point of view, if the store buyer will go all the way with the sales promotional cooperation that we are prepared to give him, we are sure that the merchandise will move in volume—whether it be toilet goods, soaps, bath powders, compacts, creams or lotions. If there is action from the counter to the consumer, we do not need to worry about re-orders.

To help move the goods off the retailers' shelves we are ready to do a number of things. We are more than ready, for it is quite as important to us to sell the retail store on our sales promotion program as it is to sell it the merchandise. This program falls under three main headings—(1) advertising, (2) display, and (3) store promotion.

When it comes to advertising we are able to assist the store's advertising department in telling the selling story of the merchandise to the public. On our recent successful compact promotion, for instance, it was a matter of finish, ornamentation, color—"copied from Paris and Vienna importations." The selling points were leak-proof for loose powder, a good mirror, and a little French swansdown puff such as is used in much higher priced articles.

The manufacturer should have his salesmen collect samples of advertising successfully used to sell his products and then make these samples available to those who can profit by them. He can not only

assist in planning the copy that is to be used, but should also be able to advise on the size of the space. Knowledge of the sales possibilities of his own goods should enable him to estimate the possibilities for any particular store and so to advise on profitable use of space.

Display is a very important part of the program. For pick-up merchandise, display is half the battle in the store. The manufacturer's selling organization has a better opportunity than the merchant himself to observe a great variety of displays and learn of their sales effectiveness. Out of this experience he should be able to give the retailer valuable advice on the type of sales-making counter and window displays he should use, as well as the amount of space required to get the volume his store should produce.

What Store Promotion Means

Store promotion I have put last, but perhaps it should be put first. It consists in selling everybody concerned on the sales possibilities of the article to be promoted. It means putting a general push behind the product, by displaying it prominently in the best end-counter positions, by selling the salespeople in all departments on its value and getting them to suggest it, and by all-around teamwork to put it over.

This part of the program can be brought to successful culmination only by thoroughly selling the product to the buyer in the first place. The burden is on the salesman, who must sell the buyer so enthusiastically that the buyer, in turn, will sell his store, from president to advertising manager and

display manager. Unless all branches of store operation are sold on the merchandise, no buyer can get the volume out of it that he should.

As a company president turned salesman-president—for the duration of the depression and perhaps beyond—I told some of the things I did and learned during my first year in that double capacity, in *PRINTERS' INK*, January 28, 1932. My experiences during the last eight months have served to clinch certain observations I made then.

No Excuse for Loose Joints

Evidence has piled up during these months that in the present times there is no excuse for loose joints at any point in the sales action from factory to retailer to consumer. By that I mean that merchandise today needs complete follow-through more than ever before. Competition for attention is greater than ever, and it is directed at consumers who are distracted by many things other than the selection of merchandise.

Here are concrete examples of what happens with 100 per cent follow-through on the selling job, and what happens without it:

In the first case a large New York City department store—Lord and Taylor, if I may name them—did a complete job, in advertising, in window display and store promotion and counter display on our line of compacts.

They started with ten gross and sold 500 units before the advertising broke. Following the day the merchandise went on advertised sale, they required an additional ten gross, and on the next day we filled a like order. In all, they have bought forty gross of this item and their sales are still running big a week after the initial promotion.

And I might add, as further proof of results, that five leading stores in various cities, including the store already mentioned, sold a total of 20,000 of these compacts in one week.

In the second case another large department store in New York

City bought five gross of the same goods. It did a half-hearted selling job, didn't promote on the scale that was quite logical and possible, and did not come back for more goods.

With what I would set down as equal sales possibilities, it will be seen that one of these stores bought eight times as much of the same goods from the manufacturer as the other. My experience has been that the ratio is more often ten to one in favor of thorough merchandising and sales promotion.

In normal times there might be a narrower spread between results obtained by enthusiastic sales promotion and those obtained by the indifferent variety. But business today is like a circus, with several rings competing for attention. The manufacturer should regard each important item in his line as an act by itself. Whether it is a success in the retail ring, or becomes just another filler to round out the program, depends upon how well it is dramatized and presented.

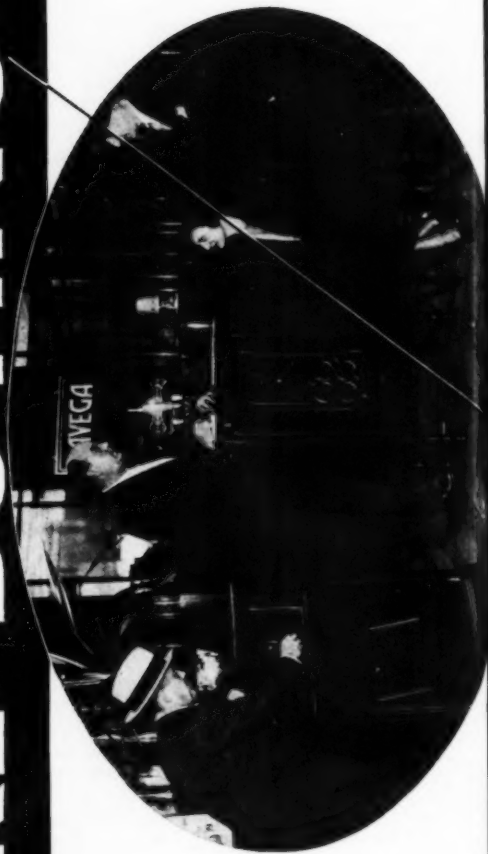
That being the case, it is obvious that getting complete follow-through on sales—not stopping with the goods on the counter—is one of today's most important selling problems. As a matter of fact, it is sometimes difficult even to get the goods on the counter; in not a few cases of checking back on stores our salesmen have found that the merchandise was still in the shipping department.

Few Store Buyers Are Good Merchandisers

All my experience of the last eight months has emphasized the correctness of something I said in the previous article. At that time it was apparent to me that "few store buyers were good merchandisers." "Their chief aim," to quote that article, "was buying merchandise they thought the public would want. Their interest often ended there, not because they were indifferent, but because they didn't know how."

I am prepared to go further now and say that, with the exception of some of the big stores which are

JOURNAL READERS ARE BUYING



Tune in on this!
"The Evening Journal has

RADIOS

Tune in on this!

"The Evening Journal has demonstrated very clearly for us its ability to produce results month after month—year after year. Since the day of our first advertisement we have consistently enlarged our appropriation for journal advertising.

"Although Davega has diligently filled the sporting goods and radio needs of New Yorkers for over half a century, we feel that the sensational rise in our business during the past two decades is due in great measure to the PRODUCTIVITY OF EVENING JOURNAL ADVERTISING."

A. DAVEGA.

RADIOS

READ what Mr. A. Davega, president of Davega United Sport and Radio Shops, has to say about the selling power of America's Greatest Evening Newspaper.

That explains why the Journal has carried more Davega advertising during the first eight months of 1932 than any other New York evening newspaper.

The Journal gets results! Journal readers are buying radios and sport goods!

Why? Because the Journal is carried home every evening to over 600,000 worthwhile families—one-third of the homes in Greater New York. Because the Journal puts your advertisement face up on the table when the after-supper family council is deciding what radio to buy—and where.

If you want to sell radios, or automobiles, or anything for the home, that's the time and place to do it—in the Journal, because it groups America's largest evening circulation around your advertisement.

NEW YORK EVENING JOURNAL

Represented by the RODNEY E. BOONE ORGANIZATION

THE JOURNAL GOES MARCHING ON!

live merchandising organizations (remembering, at the same time, that exceptions prove the rule), buyers are generally in a rut of non-merchandising. Buyers give too much time to buying and too little time to selling, forgetting that no matter what the apparent price advantage may be, if the goods cannot be sold at a profit they must be sold at a loss.

In the successful case of store promotion that I mentioned, the merchandise manager took hold and enthused everybody concerned. The result was a Fifth Avenue window display, end-counter displays with considerable dramatization of the merchandise in the store, and advertising that brought the public into the store to purchase. Before this particular item—a powder compact of demonstrable quality, to retail at \$1—went on public sale, display trays were carried throughout the store that the employees in all departments might see the merchandise and make their own purchases.

The Tre-Jur part in the promotion was, first, to see that the store was 100 per cent sold and would follow through. Then we put on persistent and insistent pressure to insure an adequate display and made suggestions for its development. We loaned the store velvet-lined trays, divided into compartments for each article—similar to those used in jewelry stores. This was value-enhancing background for the compacts. Fifty trays were used in counter displays and thirty trays in the show window.

Things Must Be Done in Big Way

In this particular store the merchandise manager caught our vision of sales possibilities, or he wouldn't have planned and gone through with such thorough promotion. In other cases, one of which I mentioned, stores with less foresight and vision went part way with the promotion program, then lost heart and failed. In today's circus of business you must do things in a big way and not let down at any point.

Experience with a number of

stores has proved to me that the stores and the manufacturers are losing a lot of business because the retailer lacks the courage and the vision to turn moderate successes into real successes. With a little more push and follow-through, many a product which is just an also-ran could be turned into a volume seller and a winner under the wire.

Retailers Worry Too Much about Price

I can only repeat that the average retailer worries too much about the price he pays when he buys and too little about what he is going to do when it comes to selling what he has bought.

The burden of showing the retailer how to sell is on the manufacturer. The real work of the manufacturer begins when the merchandise reaches the store, not when he sells the bill of goods—that's the easiest part of it. Selling an order is not so difficult, if the product is right; but it doesn't mean a thing in real business unless there is a complete tie-up from the store buyer to the consumer.

It is that last thought, as applied to my own business, which makes me opposed to selling through jobbers. I aim to get my sales thought as close to the consumer as possible. Perhaps I am wrong, but it seems to me that by the time my selling story goes through the jobber to the retailer and through the retailer to the consumer, it is liable to resemble an up-to-date photograph in an old-fashioned frame. Only by first-hand contact with the retailer are we able to get him to carry the message to the consumer, by all the means at his command, in such a way that the consumer can understand and absorb it.

Often I have told large retailers, "You spend liberally on well-planned advertising and you send your buyers out at great expense to get the best values in the world; but why do you stop when you get the merchandise on the counter? That is the time and the place to begin your real job of sales promotion. If the sales story told in

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your store is halting and uninformed, if your store promotion is half-hearted, if you don't put sales-making action back of the actual merchandise itself, your advertising alone will not sell it for you."

The big selling job for the manufacturer today, as I see it, is

this: To create in the retail buyers and merchandisers, at the time they begin to promote the product, the same feeling of enthusiasm that the manufacturer himself had when he put that product on the market. When that is accomplished a real honest-to-goodness selling job will be the result.



Silk Stockings and Insurance

INSURANCE must be made an emotional necessity instead of a practical necessity, William L. Day, vice-president of the J. Walter Thompson Company, told members of the Insurance Advertising Conference at New York this week.

"All insurance advertising has told me," he said, "is that insurance is a necessity, but there has been little insurance advertising that has told me what the accomplishments of this insurance has been. I should like to go beyond that step where companies boast in their advertising that they have paid every demand that has been made upon them, to the history of the families that have been the beneficiaries."

"Figures can be made to show," Mr. Day pointed out, "that with the life of silk stockings only five days women theoretically cannot afford them. But does that prevent them from wearing them? American women prefer rather to skimp on their lunch money or some other expenditures. Necessity may suggest that cotton stockings would be more economical, but pride, vanity or some other emotional appeal enters in and if insurance can step over into a similar emotional appeal it will have a far better chance to get its story over."

Another point made by Mr. Day was that the amount of money spent in advertising is often a matter of industry consciousness. In other words, the automobile, food products, tobacco and cos-

metic industries are highly advertising conscious through practice and precedent. Such industries, he declared, are competitors in a big way of industries which are not so highly advertising conscious, such as insurance, for the American public is inclined to give its money to those who ask loudest and most persistently.

Stanley F. Withe, manager of the publicity department of the Aetna Casualty & Surety Company, was elected president of the Insurance Advertising Conference. He succeeds Bert N. Mills, Bankers Life, Des Moines. Charles C. Fleming, Life Insurance Company of Virginia, was made secretary and Horace V. Chapman, Ohio Farmers Insurance Company, treasurer.

Clarence Palmer, Insurance Company of North America, was elected vice-president of the conference and chairman of the fire-casualty group, with Harold E. Taylor, The American Group, secretary-treasurer. The advisory committee in this group includes Sidney Doolittle, Fidelity & Deposit, and Albert Spaulding, Hartford Indemnity.

Kenilworth Mathus, Connecticut Mutual Life Insurance Company, was re-elected vice-president of the conference and chairman of the life group. Frank Price, The Prudential Insurance Company, was made secretary-treasurer of this group with R. C. Budlong, Northwest National Life Insurance Company, and Rex Magee, Omaha Life Insurance Company, as advisory committee members.

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Chicago, Ace Market Buys Year's Clock Output in Thirty Days

Chicago's responsiveness to sound selling and able merchandising, is typically revealed in its buying of a year's output of hitherto unknown electric clocks in thirty days. And because the maker was able to quickly secure distribution through major department and furniture store outlets, sales costs were gratifyingly low.

• • •

Again the great practical worth of the Chicago American's co-operation with advertisers is demonstrated on the profit side of a manufacturer's books. Chicago American market facts, merchandising staff work, on-the-ground experience in dozens of campaigns, were important means to the sale and secured by this manufacturer.

Huge Chicago, densely populated, representing with the immediate suburban area around it the second urban market of the country, continues to prove a fertile field for sellers who know how to sell in Chicago. Knowing how to sell in Chicago requires knowing Chicago intimately—its dealers, its community buying areas and buying-volume, how to get dealer co-operation, how to most economically cover and sell suitable dealers.

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The Chicago American has helped many advertisers to enlarge and perfect their knowledge of Chicago as a market, helped them make sales records in the process. The effectiveness of its aid in these directions assures the continuance of Chicago's first evening newspaper as a growing factor in a lengthening list of sales successes.

CHICAGO AMERICAN

a good newspaper now in its TWELFTH YEAR of circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

How a State Sells Mineral Water

New York Uses Advertising to Promote the Products of Saratoga Springs

ON May 1 of this year New York State rolled up the sleeves of its austere legislative robes, pulled a swivel chair to its mahogany desk, and went into business. This move was effected by the State taking complete control of the bottling and distributing of the mineral waters of Saratoga Springs, N. Y., formerly carried on by a private corporation under lease.

As befits a body of its judiciousness, the Empire State, in its business enterprise, recognizes the importance of advertising and is carrying on a campaign to promote its bottled mineral water as well as the health baths which are available at Saratoga Springs. The campaign is a part of a seven-year program of development which is now in its second year of operation, and which has as its ultimate purpose the establishment of Saratoga Springs as a spa unsurpassed by any watering place in this country, or abroad.

The State first took an interest in the development of the natural resources of this spa in 1909, after continued promotion by private interests threatened to exhaust the many springs and wells of that territory of their naturally carbonated waters. At that time ownership of the springs was taken over by the State but when the bottling and distribution of the waters was begun this went under lease.

When the Saratoga Springs Commission adopted its seven-year plan for the development of the territory, however, it was felt that complete control of the entire business was essential.

The campaign which is now under way makes use of newspapers in New York State and New England, where the distribution of the mineral waters is already established. The advertising features three mineral waters for health uses and tells, as well, of the baths and health treatments which are available year-round. Continuation

of the proposed seven-year plan calls for the expansion of the distributing facilities of the bottled mineral water business, and the advertising which naturally follows, to a nation-wide scope.

One
**OF NATURE'S
MASTERPIECES!**

Every owner in a million years or so, Nature gives "big headed" and turns out a Niagara or a Saratoga. From Saratoga's State owned recreation comes the radiant water called Saratoga Geyser. Full of bubbles—full of healthfulness—full of deliciousness—it is marvelously beneficial for you, quite unlike any other water in the world. It is generously rich in minerals and has been beneficial to thousands.

Naturally carbonated, the State bottles it just as it comes from great depths of the Saratoga earth. The green shield-shaped label with the State Seal elevates this genuine, natural, Saratoga water.

Ask for it at grocers, drug-gens, hotels and restaurants.

N. Y. Office: Times Building, New York

**SARATOGA
GEYSER
WATER**

CLERK HERE ABOUT
SARATOGA SPRINGS

The wonderful, naturally carbonated mineral water, made the Spa at Saratoga possible. Every year thousands benefit from the use of the facilities maintained by the State of New York—why not you? Write for literature, descriptive booklet on Baths and Waters, Saratoga Springs Commission, Saratoga Springs, N. Y.

The waters being featured at present are Hathorn, a laxative water; Coesa, a diuretic water, and Geyser, a digestive water.

It is not surprising that the State of New York, in its business venture, should be distinctly advertising-minded if one notices the names of some of the members of the Saratoga Springs Commission. This committee includes such champions of advertising as Pierrepont B. Noyes, president of Oneida Community, Ltd., who is chairman; Edward H. Butler, publisher of the Buffalo, N. Y., *News*; Jerome D. Barnum, publisher of the Syracuse, N. Y., *Post-Standard*; and Frederick H. Ecker, president of the Metropolitan Life Insurance Co.

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SWIMMING AT MIDNIGHT

UNUSUAL? Certainly, but going on midnight beach parties in September is just one of the many activities that make Los Angeles and Southern California a *different* market. And those advertisers who are learning all the *unusual* things about this *unusual* market are the ones that are doing the best selling and advertising job!

Call in a Boone Man! Let him tell you some profitable sales secrets about this great market of the coast. And get the complete information about The Los Angeles Examiner—read by more people and delivered to more homes than any morning and Sunday newspaper in the West!

Los Angeles

EXAMINER

HOW WELL
DO YOU KNOW
THE COAST?

Represented nationally by
RODNEY E. BOONE ORGANIZATION

HOW 24 BASIC FACTORS IN THE LIVES OF 123,197 FAMILIES RANK THE FIFTEEN LEADING MAGAZINES !

National Geographic . .	1
COSMOPOLITAN	2
Good Housekeeping . .	3
Literary Digest	4
Better Homes & Gardens	5
Saturday Evening Post .	6
Ladies' Home Journal . .	7
Delineator	8
American	9
McCall's	10
Liberty	11
Woman's Home Comp. .	12
Collier's	13
Pictorial Review	14
True Story	15

This ranking is based on 24 factors, dealing with the net worth, commodity ownership, buying habits and buying activity, of 123,197 families interviewed by R. L. Polk & Co.

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IGHT unseen, COSMOPOLITAN bought Pittsburgh, the first report of the Polk Consumer Surveys—found nine of information—bought Fresno—then Columbus ordered others when published.

colossal study—

Scientifically CORRECT . . . sound in method, standardized in execution, cross-checked for accuracy.

Staggering in SCOPE . . . both big and small trading centers from coast to coast under observation.

Unrivalled in SIZE . . . reports now in on 123,197 homes.

Scrupulously UNBIASED . . . initiated, conducted, paid for by R. L. Polk & Company—61 year old directory publishers—for sale to any business house or individual.

But further, digs deeper, comes up with more cold facts than any other survey ever attempted.

We Stand so High We'd be Embarrassed if This were a Private Affair!

Of the mass of data that covers buying habits, the commodity ownership and the buying activity of over hundred thousand magazine reading families, this definite unassailable fact stands out—certain magazines attract and hold the people who do their jobs and kept on buying—

and head and shoulders above its competition stands COSMOPOLITAN.

our face red?

Like little Jack Horner, we certainly want to tell the world what

Water TODAY Than Yesterday . . . Greater TOMORROW than Today!

a brave boy we are. But *how* shall we tell it—best? *How* shall we tell *you* and everyone else who has a finger in the sales buying pie this dramatic story of magazine value in the most convincing and the most speedy manner.

24 Factors in the Lives of 123,179 Families

From a vast detail of facts and figures, we isolated 24 factors—basic guides that unmistakably give the right answer to the question everyone is asking—"Who Buys It Now?"

For *now*, more than ever, advertisers are realizing that *how* people live is far more important than *who* they are—that *income* no longer dominates all attempts to measure advertising value—that *ourgo* is the right yardstick.

A Chart as Simple as a Score Board

Here in simple, concrete form is the final, *net* result—the definite ranking of the 15 leading magazines according to the deliberately expressed opinion of 123,197 families.

So the 24 factors that show *how* Magazine Reading Families *live* point to an unescapable conclusion—to a *new, exact, impartial* measurement of advertising value.

Hearst's International
combined with
Cosmopolitan

57th Street at 8th Avenue, New York

E T H E A N D A H A L F M I L L I O N C I R C U L A T I O N

Letters That Sell

The Timken Silent Automatic Company Has a Why and How Letter Manual Designed to Meet All Conditions

By Ralph Crothers

IT is easy for the reader of them to see why the Timken letters prepared for dealers' salesmen have been so successful.

"What will the product do for me?" is the unspoken question in the mind of every prospect.

The successful salesman knows that very few people ever gave him an order because he wanted to sell them something, nor has he ever seen one of his prospects become very excited listening to a rehearsal of the minor points of technical superiority which he is assured are peculiar to the product under discussion.

He has made his own sales when he translated his product into terms of the prospect's use of it for his better comfort, economy, pride or self esteem.

The famous letter manual of the Timken Silent Automatic Company makes use of this principle.

It first asks a salesman to consider just why he wants to send the letter, what his immediate objective is, what step in the sale he has attained, then it tells him how in specific example and in detail.

The index at the front of the manual looks like this:

ADDRESSED TO	REASON FOR SENDING	CONTENTS	RESULTS SECURED
No. 1 Mrs.	Thanks for initial interview.	Summary of Sales Points	Prepares for interview with husband and wife together.

Every letter is indexed in this way and there are no less than sixty-three of them designed to fit all sorts of situations. Every dealer's salesman is told in the instructions to look in column 2 first, to run down the column until he finds the letter indexed which most nearly fits his case.

The manual doesn't try to be all inclusive and infallible for it tells the salesman:

"While the large number of letters in the manual, and the care with which they are prepared, makes them applicable to almost

every situation which can confront you, there may be a rare occasion when you feel that a highly personalized letter is needed. In this case, it is an easy matter to combine parts of several letters to produce the selling combination that you need.

"Letters That Sell" practically amounts to a 'tailor-made' direct-mail campaign, all of your own, which you plan and carry out. These selling letters that you send through the mail will save time for you, increase the number of prospect contacts that you make per day and will decrease the elapsed time between the listing of the prospect and the signed contract."

And this "direct-mail campaign all of your own" sticks close to the first principle mentioned. Take so possibly a technical subject as the summary of sales points in Letter One. Here are some phases:

"Let me remind you of the comfort an even temperature means to your family. . ."

"You have this comfort with absolutely no effort."

"No matter if your husband is

gone from early morning till late in the evening you will not have to fix the fire, shake the grates or adjust the damper."

"Your home will be cleaner . . ."

"To both you and your husband your burner will be a source of joy and comfort."

Naturally, this letter is addressed to Mrs. Prospect, not her husband, not "dear friend."

The instructions say on this matter:

"Never, never send out a letter from this portfolio without carefully filling in the heading com-

posed of name, address, city, State and Dear Mrs. _____. If the letter goes out without this heading, it is immediately classed as the crudest type of circular letter and is regarded as such by the prospect.

"When these letters are prop-

fectly, by using a special ribbon which can be obtained from the main office. A letter on which the heading does not match the body of the letter loses much of its value."

The personalizing of every letter is stressed in many ways. Since

OIL BURNERS • WATER HEATERS • REFRIGERATORS

THE TIMKEN SILENT AUTOMATIC COMPANY
SUBSIDIARY OF THE TIMKEN DETROIT AXLE CO.

FACTORY RETAIL BRANCHES
 108 WITHERELL STREET
 DETROIT, MICH.

60 W. HAWLEY AVENUE
 GREENWICH, N.Y.

**ADDRESS
 REPLY TO**

It is a luxury to get up on a cold winter morning and find the house warm and comfortable. It is just as pleasant to come home in the evening from business or shopping and not have to run down to the cellar the first thing to tend the fire.

As I explained on my recent call that is only a part of what it means to have a Timken Silent Automatic Oil Burner in your home. The job of furnace firing, taking out ashes and frequent cleaning of the basement are over.

The Timken Silent Automatic is 100% self-operating. After you have selected the temperature you want, the burner keeps the house within one degree of the heat regulator setting. Fuel is burned only when it is needed to keep the house comfortable - that means economy.

During the chilly, changeable days of fall and spring when a fire is needed only a few hours a day - the burner handles the job perfectly. The house is warm in the morning, but not overheated for the rest of the day. If a cold snap comes and the thermometer drops towards zero, the temperature in the house does not vary - yet you have not looked at the fire once.

There is so much that a Timken Silent Automatic will do for you in making your home more comfortable and eliminating much unpleasant work from your daily schedule that I am sure you will be interested in what I will have to tell you further on my next visit.

Yours very truly,

L.T.S./B

Representative

FACTORY RETAIL BRANCHES

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DEALERS IN OTHER PRINCIPAL CITIES

"What It Will Do for Me" Is the Theme of the Letters in the Timken Manual

erly addressed, they are the most personalized and effective type of direct mail that has yet been devised. If the prospect is worthy of a letter from you, he is certainly worth the time it takes to fill in the heading. Carelessness in this matter would rob these letters of much of their value to you.

"The headings can be filled in quickly and easily so that they match the body of the letter per-

each is written entirely from the angle of "what will it do for me?" the company emphasizes that the salesman must use his own brain power to make the letters stay real, not to spoil them by carelessness or laziness.

The company wants each man to tie up his sales effort closely with his letters so it tells him:

"Whenever possible, have a postscript added to the letter

GOLF RECEIPTS EXCEED THOSE OF LAST YEAR

Baltimore Club Officials
Assured They Can Have
National Open

TOTAL AT CHICAGO
TOPPED BY \$4,000

No Definite Plans Yet
Made To Obtain Another
Major Tournament

By CRAIG E. TAYLOR

The Baltimore Country Club may have the national open, the Walker Cup matches or any other major event under the jurisdiction of the United States Golf Association whenever it chooses to make the request, the local committee was told by officials of the national body following the successful handling of the thirty-sixth national amateur tournament at Five Farms last week.

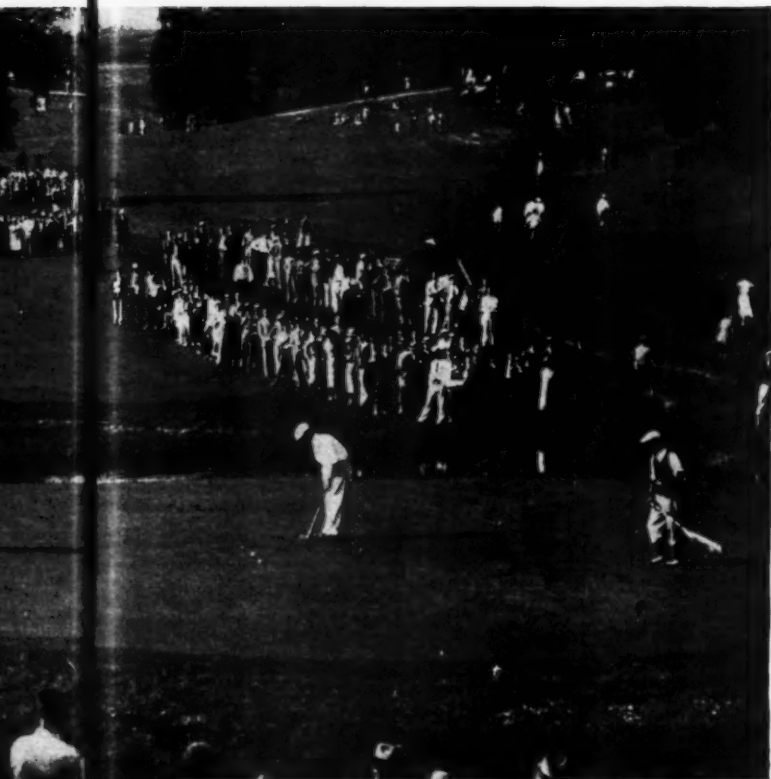
Financially, the tournament was more successful than that of last year, held in Chicago. The first estimate of gate receipts, announced last night, was \$17,000, as compared with \$13,000 realized at the Beverly Country Club in 1931.

—THE SUN
Sept. 19, 1932

Baltimore Maketion



Mak...tional Amateur Financial Success



Somerville, Champion (at right), and Goodman at Tenth Green on Final Day

The Sunpapers in September
Daily (M & E) 278,883

THE
MORNING



EVENING

SUN
SUNDAY

New York: John B. Woodward, Inc.

Chicago: Guy R. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: O. A. Cour

Atlanta: Garner & Grant

stating a definite time when you intend to call. This is advantageous in that many prospects consider that if you state a definite time to call, they are under moral obligation to be at home or else notify you that they will be absent. Their call, of course, gives you another opportunity to strengthen your contact. Other salesmen prefer to state that they will phone for an appointment, which accomplishes much the same result. However, it is extremely important to keep your promises to prospects. Don't fail to keep an appointment; don't fail to bring a demonstrator if you have stated your intention of doing so. A slip on these points is often the difference between getting and losing the order.

"Every experienced salesman recognizes satisfied users as one of his strongest sales tools. The value of users' recommendations can be capitalized with 'Letters That Sell' through the use of a postscript. If only one or two users' names, addresses and telephone numbers are to be used, this can be done at the bottom of the letter. However, if the letter is crowded and eight or ten names are to be used, the list of users can be typed on a separate sheet and a postscript at the bottom of the letter can call the prospect's attention to them. This enables the representative to choose the letter best suited to the prospect and enables him to feature the users' list also. A legibly written postscript adds to the value of these letters, giving them a personal touch that is unmistakable."

Greeting Is Handled Carefully

When a letter is written for use in selling an architect, a contract builder, a new home planner or anyone of a number of other classifications, an equal amount of care is used in the greeting, the first paragraph and also the "what will it do for me" angle.

Here is a letter specially prepared for a wealthy family. Note that it stresses the advantages of a Timken over servants.

"'Perfect servant' is a term often applied to the Timken Silent Automatic Oil Burner. It is quiet, clean and does its work better than any human servant could—yet it is not costly, as I explained on my recent call.

"Even to people who have a janitor to tend their furnace the burner offers advantages that are well worth having and which will make their home more comfortable.

"The Timken Silent Automatic maintains a uniform temperature in your home. The thermostat pointer is set at the temperature you desire and from then on the warmth does not vary more than one degree either way. This variation is so small that it is not perceptible to people in the home. This means more comfort for you than the best of janitors could provide, and the automatic burner never forgets and is never delayed.

"Furthermore, a Timken Silent Automatic in your home eliminates coal dust, ashes and coal soot—which together form a large source of dirt. Costly decorations, fabrics and other valuable furnishings are not soiled by the fine dust that invariably sifts through the residence where coal is used for fuel. Your basement will be more valuable to you, for it can be kept clean as easily as any other room in the house. While money may be secondary to comfort, it is interesting to know that heating with a Timken Silent Automatic is not expensive and will probably cost you less than you are now paying for heat.

"I shall call on you again soon, to offer you heating comfort such as you have never known before, with entire freedom from every heating responsibility."

A totally different type of letter is prepared to interest the neighbors of a new user and to secure as a result a canvass call:

"Perhaps you have learned already (from the sign before their home) that one of your neighbors has just purchased a Timken Silent Automatic. This must be interesting news for you, doubly so

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if you are not acquainted with automatic oil heating.

"Perhaps your neighbor's purchase has aroused your interest in this modern method of heating your home. Perhaps you have learned from them how they now will have a uniform temperature in their home for the entire heating season, how they are free from coal shoveling and furnace tending and how the clean oil burner will help to keep their home cleaner.

"But just because a Timken Silent Automatic will bring all of these advantages to their home, it does not mean that it is expensive. In fact, they will find as other people do, that Timken Silent Automatic heating costs little more, if any, than old-fashioned methods.

"The burner is surprisingly easy to purchase. A very moderate deposit will install it in your home and the balance can be divided into payments extending a year, or if you prefer, two years.

"I believe that the convenience of oil heating will prove very interesting to you and I plan to call on you within the next day or two to show you the advantages of letting a Timken Silent Automatic Oil Burner be your furnace man."

Such letters indicate how thoroughly the management of the company sized up the actual conditions under which the distributor's salesmen have to sell and the type of prospects they call on.

That is one reason that several hundred thousand of these letters have been used on their own initiative by a dealers' salesmen.

The company tells the local salesman that use of the letters written from a knowledge of his problems will do several very definite things for him in his daily work:

(1) Help overcome prospects' objections.

(2) Help emphasize important features.

(3) Assist you in your educational work with prospects.

(4) Put your prospects in the right frame of mind for your next call.

(5) Assist you in canvassing—both personal and telephone.

(6) Assist you in capitalizing on the publicity value of new installations.

(7) Keep your prospect's interest alive between calls.

And here is the reason that letters designed to help salesmen sell must be actually that—not tricky, clever letters composed in a language once described as *advertisingese*. The company is able to tell its men that the letters will help do more even than the seven important jobs listed.

Adaptable Also to Personal Selling

It tells its dealers' men: "When you get back to the office or your home at night and wonder how you are going to close several of your prospects, you can quite likely find the needed plan right in this manual. While the letters are primarily designed to be mailed, the selling arguments and tactics used in them can easily be adapted to telephone or personal selling."

These letters that sell, which are more than that, because they are selling ideas in letter form, were, it is true, written for the large number of salesmen for a big company.

What does their success offer as a suggestion to the small manufacturer with no salesmen, or the one with a sales force of five?

They show that carefulness in knowing the real problem a man is up against and the conditions under which he works will improve a letter.

They prove again that no matter how small the list or how small the company, a search for the answer to the prospect's unspoken question "what will it do for me," is an excellent guide for letter, booklet, or advertising copy.

Advertises New Silver Polish

E. W. Bennett & Company, San Francisco, has appointed Emil Brisacher & Staff, of that city, to direct the advertising of Bennett's Silver Polish, a new product. This agency also directs the advertising of the company's Brilliantshine Metal Polish.

THE SALESMAN SHOWED HOW IT WORKED

**but the shadow
closed the sale!**

A WOMAN wants, but her husband pays. She buys, but he earns the money. He is in the background—a shadow—but his opinions and beliefs have a lot to do with the final purchase.

Why did Mrs. R. Carroway McSnort (shown at the right) come into the store and ask for a demonstration? Because, for months, she and Mr. McSnort had been reading and talking about the joy and economy and cleanliness of an automatic refrigerator.

Why did she respond with such enthusiasm to the salesman's oratory? *Because she and her husband had already made up their minds.* Behind her, unseen by the salesman, was the shadow of her husband. The salesman showed how it worked, but the shadow closed the sale.

Mr. and Mrs. McSnort had been reading the same advertisements. Now if she had been forming her ideas from one magazine, and he from another, they would have been more likely to want different machines. The chances are they would

have argued instead of agreed.

One efficient way to bring a family to a common desire for belief in your product is to advertise in a magazine which every member of the family likes to read—a Family Group magazine.

Redbook is a Family Group magazine. It offers the unique appeal of great fiction. It is read by men and women—young and old—in almost exactly equal numbers. Every thousand copies are read by 1480 women and 1420 men.

And best of all, in this year of tight buying, Redbook carries your message to both sexes for 30 per cent less than it costs to reach each sex alone through other means. Even if it didn't help your sales, have men see your advertising would cost less to reach men alone in Redbook!

Is the shadow of a man blocking your sales? Better have a word with him, as well as with his wife. If you sell the family, you sell all.

Redbook Magazine, 230 Park Avenue, New York City.

THE SHADOW OF A MAN STANDS HIN

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STAND BEHIND EVERY WOMAN WHO BUYS

Why Some Manufacturers Operate Retail Stores of Their Own

Eight Objectives of the Merchandising Laboratories of Gotham, Esmond, Nettleton and Others

Editor of **PRINTERS' INK**:

Will you please refer us to articles carried in **PRINTERS' INK** which have discussed retail stores operated by manufacturers who have sought by test to learn which plans and methods were best suited for propagation to regular retail dealers.

THE primary object of the manufacturer's store, when operated as a retail merchandising laboratory, is to develop plans and methods which will help retail agents to do more business. Of course, working to this end, there are bound to be developments which will turn out to the great advantage of the manufacturer himself.

An interesting example is the group of stores operated in New York by the Gotham Silk Hosiery Company. These stores are being operated today as fashion barometers, just as they were in 1911 when they were started. Of course, they pay real profits because their sales run into considerable volume, but the "laboratory" idea also must be good, for it has met the test of twenty-one years.

Gotham depends upon these laboratories to produce two results: First, they furnish a check on how different styles are selling, which is valuable guidance for the manufacturer in arranging production schedules and a talking point in offering these tested items to retailers all over the country; second, they enable the manufacturer to get the retail point of view. On this latter point, it has been found that closer study of the consumer's needs is continually bringing forth new ideas which can be made profitable in the business.

It has also been found that the stores act as secondary advertisements and reminders, reinforcing the first advertising investment.

In order to carry the full benefit of the merchandising knowledge that is acquired in these stores to retailers, topnotch saleswomen

from laboratory stores are often sent into the stores of retail agents to instruct the sales forces.

The various objectives of the laboratory store all work to the primary end of increasing the volume of sales. Some of these objectives may be briefly outlined as follows:

1. More effective display.

By demonstrating the sales stimulation possible through display that ties in with advertising, the manufacturer can often sell the retailer, or at least give him an object lesson. The shop of the Esmond Mills, on Fifth Avenue, New York, has developed attractive methods of displaying blankets.

2. Testing new theories.

The manufacturer who could not well ask retailers to risk their own money trying out some theory of merchandising which may or may not succeed, may experiment in the laboratory store. Successful ideas may then be passed on to dealers. This idea prompted the Goodrich Rubber Company to open its laboratory stores.

3. Testing new merchandise.

The A. E. Nettleton Company tested the Miller Cook line of lower-priced shoes in company stores before releasing a national newspaper advertising campaign. The Octonek Knitting Company of Seattle used the company store to test new sportswear for women. If items go well in this store, they are added to the line; if not, they are dropped.

4. Checking style trends and consumer preferences.

Octonek also found that close contact with consumers helped to define style trends and often resulted in the creation of new styles. A woman might come to the store with a fairly well-formu-

lated idea of what she wanted but couldn't get. Then a designer-saleswoman would suggest that the article be specially made. Several garments would then be made up and put on sale for test purposes, to see whether it would be profitable to add the new item to the line.

The early experience of the Esmond Mills store resulted in a new finding for blankets and brought the company definite knowledge as to what colors were coming into preference.

5. General information.

Close contact with consumers results in a great variety of general information, not easy to classify, but likely to be of considerable value to the company in merchandising its products to its retail agents. This information arms salesmen with first-hand facts, rather than opinions.

6. Supplement advertising.

The Devoe & Raynolds Company, paint manufacturer, finds that its retail stores supplement the company's advertising activities through demonstrations and personal salesmanship to the consumer. This stimulates the demand for goods through the regular agents. Among other objectives, the company wanted to get people—particularly women—to shop for paint just as for other things. The stores have been made attractive to women in order to prove to dealers that it would pay them to locate their stores in the best retail districts.

New Travel Magazine

The American Traveler starts publication with a December issue. Offices are at 245 Broadway, New York. Fred H. Dietz is president and publisher; Harold H. Gallison, vice-president and business manager; Charles Peker, editor, and Wells W. Constantine, advertising representative.

Richmond Joins Lord & Taylor

Howard K. Richmond, formerly with McCann-Erickson, Inc., New York, has joined Lord & Taylor, as art director. He succeeds Harry Rodman, who recently joined R. H. Macy & Company, Inc.

7. Test backward items.

Laboratory stores are invaluable as a means of finding out why certain items are not selling so fast as they should, and how to make them move more rapidly.

8. Test local advertising.

Stores placed in strategic merchandising areas may be used to test local advertising and gauge its effectiveness when featuring certain items. In this way it is possible to demonstrate to dealers the value of tying in window and counter displays with special advertising campaigns.

Some manufacturers have found that an additional valuable service may be performed by laboratory stores which carry the complete line with generous storeroom stocks. Such stores may be used as supplemental sources of supply for wholesalers—a sort of miniature warehouse. And they may also be used as display rooms where wholesalers may take their customers. On such visits the customer sees, not only the full line displayed as it should be, but also the complete merchandising plan in operation.

When a manufacturer opens even one store for laboratory purposes, it is important that the proposition be clearly set before all concerned. Otherwise dealers might suspect that they were about to be subjected to a new form of competition. The Esmond Mills took care of this in a friendly letter of full explanation to all jobbers, retail buyers and others who might be interested.—[Ed. PRINTERS' INK.

Wylie with Don Lee System

C. Ellsworth Wylie, for six years vice-president and advertising director of *Game & Gossip*, Los Angeles, has become manager of one of the units of the Don Lee Broadcasting System, with headquarters at San Diego. He was at one time with Emil Brisacher & Staff, San Francisco.

New Technical Magazine

The Technical Review, a new monthly magazine for architects and engineers, has started publication. Offices are at 12 Intervale Road, Arlington, Mass. William L. Saunders is editor and publisher.

THE BUSINESS WEEK

The Journal of Business News and Interpretation

October 5, 1932

Are You Ready?

THE simple prospect of business recovery of any kind become so pleasant to contemplate after these three years of depression that few business men have stopped to themselves what sort of recovery it is likely to be and how they can best prepare themselves for it, or against it. Every forecast of business improvement that beautifies the front page these days carries with it a concealed challenge to the insight and foresight of business executives in every firm.

It has already become fairly clear that this recovery is not going to be just any kind, but something that can be described pretty precisely, and that is not necessarily going to be pleasant for everybody. The chances are that the world that will rise out of the waters of the long liquidation will be much the same old cockeyed world, operating in the same old spirit of keen, throat-cutting competition, or much more so. So far as we can see, nothing in the basic pattern of business life and conduct in this country has been altered by the depression; but everything in it will probably be greatly intensified in the period that lies ahead, no less than the virtues of our insane economic system.

Its instability will be more marked; the next boom bigger when it comes, and the next depression deeper, as indications seem to have been true of each succeeding cycle in our history. The shifts of industries and trades as new needs and desires develop, and as the callous ingenuity of science presses on to meet them, will be speeded up, shuffling some off the stage and as suddenly lifting others into the limelight. Change, incessant change in the passing details of the business picture, but beneath all the shifting scene the rule of the game will remain as always, with the battle between the strong and the race to the swift.

So far as this country is concerned, and during the next period of business expansion, we shall not be ready for a

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templating the celestial mysteries of economic planning.
his stern principle of survival of the fittest is likely to
enforced by certain fundamental economic factors
ch the foresighted business man will face. First is the
ability of a permanently low commodity price level,
ring another war-inflation. Although recovery will
ing some temporary improvement in commodity prices,
re is nothing in the picture that promises any return to
e levels such as we have seen in the past twenty years,
specially for manufactured products. Second, and in
p contrast to this prospect, is the practical certainty of
ing wage levels under the inescapable pressure of con-
tly expanding productivity of industry and necessity
elling the product.

These two factors will force every far-sighted business
cern to find for itself a sharper set of teeth for the
ody battle that is bound to be fought for a bite of the
sumer's dollar. Cost-cutting equipment, improved
ilities for every phase of production and distribution,
aggressive ingenuity in development and marketing of
y products will be the price of survival.

The slow-witted and the penny-wise, pound-foolish in
y field will fall by the wayside when the struggle starts.
y those who are willing and able to fight every inch of
way with cheaper, better products and more powerful
s effort are likely to win. Recovery will be welcomed
all, but it will be no bed of roses for any.

ished weekly by the McGraw-Hill Publishing Company, Inc.
West 42nd St., New York City. Tel. MEdallion 3-0700.
e 20¢. Subscription: \$7.50 a year, U. S. A. and possessions.
sign \$10.00 or £2.10s. Cable code, McGrawhill
Publishing Director, Jay E. Mason

or, Marc A. Rose	Economist, Virgil Jordan
aging Editor, Ralph B. Smith	News Editor, Perry Githens
keting, O. Fred Rost	Transportation, Wadsworth Garfield
ritial Production, K. W. Stillman	Statistics, R. I. Carlson
ign News, J. F. Chapman	Typography, F. A. Huxley
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Merchandising That Routs Price Competition

How a New Process Was Sold to the Trade as an Opportunity to Make Profits in a Field Where They Had Been Scarce

By W. B. Edwards

PROBLEM ONE: A field overrun with price competition.

Problem Two: Profits reduced to the point where distributors are no longer keenly interested in pushing the product.

Problem Three: Getting a specialty message through to the public through department stores and more particularly through department store clerks.

* * *

Those are not all of the problems with which A. Hollander & Son, Inc., had to contend in one branch of its business. But these merchandising difficulties are of a sufficiently broad scope to indicate that this company's current solutions to them may be of suggestive value to companies not even remotely connected with the fur field.

The company is the largest fur dyer and dresser in the world. It does not buy raw furs, or make fur coats or any finished garments. It does nothing other than dye and dress furs that are brought to it.

Rabbit is a raw fur that the company dyes in huge quantities. Dyed black, rabbit is widely used in fur coats and for other purposes under scores of coined names, with "Sealine" perhaps the most widely featured. Sealine, and all its related black rabbit family, had become the houn' dawgs of an industry that has never been noted for merchandising sagacity. It was kicked around from pillar to post; prices skidded for a bottom that never seemed to be reached. Profits in handling black dyed rabbit disappeared almost entirely.

Then, early this year, Hollander developed a new method of dyeing rabbit black. This process resulted in a richer, more glossy, more beautiful black.

Now—bearing in mind that the company is merely a dyer and dresser—how was it to merchan-

dise its new process so as to make the resulting fur a product that would be desirable, from the profit-making standpoint, to all factors in the trade?

The first step was to coin a trade-mark that would impart the desired individuality to the new fur. The name "Nubian" was hit upon—short, not too hard to pronounce, not difficult to remember, and suggestive of the blackness of the product. In conjunction with the name it was decided to use a pictorial symbol, for the reason that certain factors in the fur trade are more symbol-minded than word-minded. Consequently, a little Eskimo kayak was designed as part of the trade-mark, with the thought that those in the trade who could not remember "Nubian" would call for the "boat mark" fur.

Raw Skin Dealers Called Together

With this settled, the leading dealers in raw skins were called together by Hollander. They were shown the skins treated with the new dyeing process, had the merchandising program explained, and were then impressed with the fact that the entire success of the venture was bound up with the merit of the product, itself. A poor quality raw fur cannot be changed into a good quality by the dyeing or dressing process. They were told that the company would refuse to handle any raw furs that did not come up to set standards and their co-operation in the maintenance of these standards was requested.

Then the company called together a group of makers of fur coats. It showed them the newly processed skins and told them about the arrangements that had been made with the raw skin trade to assure quality. The merchandising story was also told. The manu-

facturers were shown advertisements, for example, that the company was going to run, over their individual names, in the trade press.

Then the company hammered home to these coat-makers that here was an opportunity for them to break out of the price rut; an opportunity to handle black dyed rabbit at a profit. It pointed out that if they were going to begin promptly slashing prices and skimping on quality, it would not be long before Nubian would be in the same profitless class as Sealine.

It explained that every skin dyed by the new process would have the new name stamped on the reverse side; that it intended buying coats from time to time in the open market; and that if it found any coats that did not meet the quality standards, the maker of that coat would no longer get Nubian labels.

These labels, of course, are the nub of the merchandising plan. But a label is of importance only to the extent that the name it features carries weight and influence. In other words, the label would serve to hold the trade to quality standards only if it were made sufficiently desirable to the trade to act as an inducement to toe the line.

Therefore, with the quality groundwork laid, the company proceeded to develop for its new label a reputation that would make it a feature of genuine value.

In June, of this year, an insert was run in fur trade papers announcing Nubian. This was later reprinted and sent as a direct-mail piece to a mailing list of 9,500 names, consisting primarily of department store buyers and fur specialty shops. That was followed by another business-paper advertisement which gave a list of certified manufacturers — companies

which had agreed to meet the quality standards and which were privileged to use the label. Incidentally, these certified manufacturers were given a certification seal to hang in their offices, testifying to the fact that they were duly licensed.

After that, the company ran a series of single-column business-paper advertisements, each signed by one of the fur manufacturers. Each piece of copy featured a coat

They put up the "HELP WANTED" sign at Manufacturer X's Shop



There's a hum of industry around Manufacturer X's shop. He's busy making Nubian Seal garments. For Nubian Seal is SELLING big.

Nubian Seal is the new A. Hollander & Son, color guaranteed, black fur that is being worked, cut, stayed and sewed like Hudson Seal.

As only the best skins are made into Nubian Seal, they are used for better fur coats only. As Nubian Seal is made by a selected group of certified manufacturers only to sell within a specified price range, standardized quality is assured and price competition is avoided.

A • HOLLANDER & SON • INC



World's Largest Fur Dressers and Dyers

PLANT: NEWARK, N. J.

SALES OFFICE: 143 WEST 25th STREET, N. Y.

A silk label or tag is attached to genuine Nubian Seal garments to signify that the pelts have been dressed and dyed by A. Hollander & Son, Inc., the greatest name in the fur industry. Nubian Seal is color guaranteed.

Some 9,500 Stores Received Direct-Mail Material on Nubian Seal

made by the maker whose name was signed to the copy.

Typical text read: "Nubian Seal — A New Hollander Fur — A New Profit-Maker. If you want to see how much style can be put into very popular priced coats we invite you to see our models in Nubian Seal — the new A. Hollander & Son, color guaranteed, luxurious-looking black fur. Every one of these numbers is well made and priced for easy resale."

Hollander paid for the entire cost of these insertions.

These were followed by addi-

tional advertisements in the fur trade publications over the Hollander name. One of the pieces of copy was captioned: "Have Fur Profits Played Hooky with You?" It continued:

If they have, here's how to catch the truant. Sell Nubian Seal garments—and profits must follow:

Nubian Seal is a new black fur of luxurious richness that is worked, cut, stayed and sewed like Hudson Seal. It is made exclusively of the best skins for better fur coats only, by a limited group of certified manufacturers.

As the garments are made to sell within a specific price range, you need have no fear of cut-throat competition, and you can sell them at a profit.

Every genuine Nubian Seal pelt is stamped with the A. Hollander & Son name, giving you a selling argument of tremendous force.

Several of these advertisements were also put into direct-mail form and sent to the list of 9,500 stores already mentioned. On top of that, Hollander sent a little folder to this list—a directory of certified manufacturers.

"Are you looking for a way out of the woods?" this folder asked store buyers. "Want an article that will help materially to bring profits to your fur department? Then stock Nubian Seal garments. . . . As we process only the best skins into Nubian Seal you have the assurance that the garments you buy will be of uniform, standardized quality. As the garments are made by a carefully selected list of certified manufacturers to sell within a specific price range, there will never be any inferior garments to sell at unfairly competitive prices. You can, therefore, stock Nubian Seal garments with confidence and sell them without fear of cut-throat competition."

Then followed a list of names and addresses of the certified manufacturers.

A variety of dealer helps, including elaborate window display material, was offered to retailers as selling aids.

In addition, the company prepared what is really a retail sales manual entitled: "Helpful Hints in Selling Nubian Seal and Furs in General." As the title indicates, this not only furnished information about the company's new fur but

also provided helpful selling data about furs in general.

The text is based on questions that store salespeople are continually being asked, with the answers to each question written in simple style. The manual runs six typewritten pages and it is interesting to note that only two of the six pages are devoted to Nubian Seal. This is an important point; it is one of those neglected features that accounts for the failure of so much educational material to reach department store clerks.

The manual was mailed to store buyers with an invitation to write for as many copies as they needed. So many were called for that an extra printing of the manual had to be ordered.

On top of this, Hollander is traveling a man among the department stores whose sole task is to give store clerks worth-while selling information. His talk requires from ten to fifteen minutes. He has actual skin samples with him, neatly packed in a particularly attractive container. Arrangements are made with buyers and with store personnel managers for these talks.

Because the new fur offers definite profit possibilities in a field that has run amuck in its price rivalry, Nubian has been featured in advertising run by many of the leading department stores in the country. These advertisements are paid for entirely by the stores, themselves.

Hollander grants no advertising allowances to anybody. Naturally, many requests for such allowances have been received, but each and every one has been turned down. Nevertheless, thousands of dollars of valuable newspaper space has been given by department stores to the new fur, convincing evidence that the advertising allowance is a crutch needed only by those who lack merchandising ingenuity and the courage of their convictions.

Joins Pennsylvania Oil Group

C. E. Packer, formerly with Williams & Cunyngnam, Inc., Chicago advertising agency, has been appointed publicity director of the Pennsylvania Grade Crude Oil Association, Oil City, Pa.

THE WASHINGTON (D. C.) STAR is FIRST in the United States in volume of advertising.

Which means that conditions in Washington are recognized as affording a most responsive market for national products.

FIRST in Washington in Local Display Advertising.

Which indicates the local merchants' pronounced preference for **The Star**—based not only upon GREATEST VOLUME of circulation but upon HIGHEST QUALITY—being HOME circulation.

FIRST in Washington in Classified Advertising.

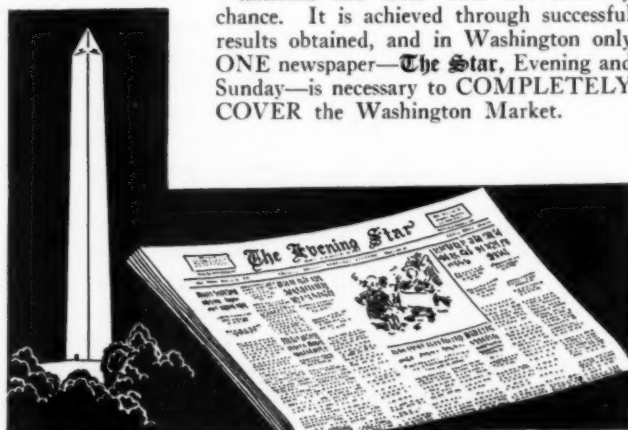
Which gives definite expression to the general public's estimate of **The Star** as the medium through which to reach everyone in and around Washington.

It is almost the rule, day after day, that **The Star** carries more advertising than all four of the other Washington newspapers combined.

Leadership in advertising in Washington—national and local—does not come by chance. It is achieved through successful results obtained, and in Washington only ONE newspaper—**The Star**, Evening and Sunday—is necessary to COMPLETELY COVER the Washington Market.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.



"Gentlemen, we
an advertising
fragmentary b

"TOTAL circulation figures and total population figures mean exactly nothing.

"Figures don't drive Lincolns.

"Statistics don't drink Welch's.

"Circulation carries no Hamilton Watch.

"Population doesn't chew Wrigley's.

"Put on this table a statement of the actual purchases of all the magazine-reading families in one important city.

"Show what products the readers of each magazine spend their money for, what price they pay for commodities, when they bought their last car, their radio, what other conveniences they own, which groups put their purse on their backs, which splurge for this and that and which spend



most liberally for advertising for 1 goods as a whole.

"Gentlemen—we can't formulate an advertising program on fragmentary—or partial—data. They decided—market studies.

"Talk face to face with 50,000 family heads.

"Come back and report our findings. Then we can intelligently point our advertising on a target."

★ ★ ★

Shooting in the dark and no general direction is no longer necessary.

Trained field men of Ross-Polk & Co. began calling on May in the homes in Columbus, Ohio.

...can't formulate
...sis program on
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...market studies"

[From the minutes of a manufacturer's sales conference]



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...Then R. L. Polk & Co. experts
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...Columbups of 16 leading mag-
...nes, fairly and without bias.

After this had been done we learned of it—and promptly purchased the rights to show it to interested advertisers and agencies. There are 45 pages overflowing with sales data in this Columbus Consumer Analysis, reporting in great detail on the total of 45,500 magazine reading homes.

Our representatives have the complete magazine study—for your inspection—subject to your call.

NATIONAL GEOGRAPHIC MAGAZINE

More than a Million Circulation

New York Office
350 Madison Ave.

Chicago Office
919 N. Michigan Ave.

San Francisco, Los Angeles, Seattle,
Atlanta

Blanchard-Nichols-Coleman

Memphis

[the South's first Market]
and its story in Media Records

From Jan. 1st to Aug. 30th, inclusive

(Figures do not include Sunday)

LOCAL DEPARTMENT STORE ADVERTISING

Last year Press-Scimitar led Commercial Appeal . 301,656 lines
This year Commercial Appeal leads Press-Scimitar 22,495 lines
Last year Press-Scimitar led Evening Appeal 99,523 lines
This year Evening Appeal leads Press-Scimitar . . 140,713 lines

LOCAL FOOD ADVERTISING

Last year Commercial Appeal led Press-Scimitar . 275,943 lines
This year Commercial Appeal leads Press-Scimitar 416,568 lines
Last year Press-Scimitar led Evening Appeal 189,115 lines
This year Press-Scimitar leads Evening Appeal . . 76,668 lines

TOTAL LOCAL RETAIL ADVERTISING

Last year Press-Scimitar led Commercial Appeal . 513,509 lines
This year Commercial Appeal leads Press-Scimitar 68,946 lines
Last year Press-Scimitar led Evening Appeal 530,658 lines
This year Press-Scimitar leads Evening Appeal . . 53,183 lines

TOTAL ADVERTISING

Last year Commercial Appeal led Press-Scimitar . 87,075 lines
This year Commercial Appeal leads Press-Scimitar 495,088 lines
Last year Evening Appeal led Press-Scimitar 139,308 lines
This year Evening Appeal leads Press-Scimitar . . 419,997 lines

Sunday Commercial Appeal figures not included. The 6 day record is overwhelming enough to show the preference for the Appeal Papers, and that advertisers selling that small part of the Memphis market confined to "City Limits," or the complete market (The South's First Market) know where to INVEST for RESULTS. Send for "What they say in Memphis."

COMMERCIAL APPEAL MEMPHIS EVENING APPEAL

"Deep in the Heart of Dixie"

National Representative: Jno. B. Woodward, Inc.

New York

San Francisco

Chicago

Detroit



Owners and Operators of STATION WMC, radio
Market-master of the Mid-South.

A.B.C. Week Schedule Ready

THE convention of the Audit Bureau of Circulations, during the third week of October, signals the usual yearly convergence of advertising and publishing interests at Chicago. Six groups, in addition to the Audit Bureau, have meetings scheduled.

President P. L. Thomson will call the Audit Bureau convention to order in a general session on the morning of October 20. S. R. McKelvie, editor and publisher of the *Nebraska Farmer*, and A. C. Pearson, chairman of the board of United Business Publishers, will address this session. The afternoon will be devoted to divisional meetings.

Members return to general sessions on the morning and afternoon of October 21. The Stevens Hotel is the convention place.

A two-day meeting of the Inland Daily Press Association will begin October 18 at the Morrison Hotel. Speakers scheduled are: George Rossetter, general chairman of the National Organization to Reduce Public Expenditures; James G. Stahlman, publisher of the *Nashville Banner* and president of the Southern Newspaper Publishers Association; Charles Horn, supervisor of classified advertising

of the Hearst Newspapers and Howard Stodghill, business manager of the *Louisville Courier-Journal and Times*.

The Agricultural Publishers Association will meet on October 19 at the Stevens.

Major Market Newspapers, Inc., has an all-day meeting scheduled for the same date. A luncheon with newspaper representatives as guests will be held.

The executive board of the American Association of Advertising Agencies also meets on October 19. John Benson, president, will address the annual dinner of the Western Council.

The Newspaper Advertising Executives Association swings into an all-day program on October 20 at the Stevens. Don Bridge, advertising director of the *New York Times*, will preside over the discussions. A luncheon will feature a speaker to be announced.

Another event will be the annual A.B.C. Week luncheon of the Chicago Advertising Council, October 20, at the Stevens. Audit Bureau directors will be guests of honor. Raymond Rubicam, president of Young & Rubicam, Inc., will be the principal speaker at this luncheon.

Southern Publishers Appoint

Herbert Porter, of the *Atlanta Georgian-American*, has been appointed chairman of the advertising committee of the Southern Newspaper Publishers' Association.

Committee members include: George C. Biggers, *Birmingham News and Age-Herald*; W. C. Allsopp, *Little Rock Gazette*; Truman Green, *Tampa Tribune*; Boykin Paschal, *Savannah News and Press*; W. Bruce Hager, *Owensboro, Ky., Messenger and Inquirer*; A. G. Newmyer, *New Orleans Item-Tribune* and W. G. Wilkes, *Biloxi-Gulfport, Miss., Herald*.

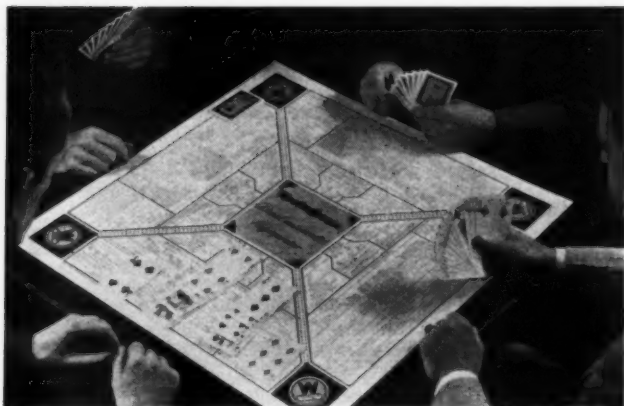
Also appointed are Frank Daniels, *Raleigh, N. C., News and Observer*; Albert Riesen, *Ardmore, Okla., Ardmoreite*; J. D. Wise, *Columbia, S. C., Record*; M. G. Chambers, *Knoxville, Tenn., News-Sentinel*; Steve Kelton, *Houston Chronicle*; C. C. Bower, *Norfolk Virginian-Pilot*; and Jim Shott, *Bluefield, W. Va., Telegraph and Sun-set News*.

H. D. Smith Heads Unemployment Relief Committee

Harry Dwight Smith, vice-president of McCann-Erickson, Inc., has been named chairman of the advertising division of the Emergency Unemployment Relief Committee in New York, which will have responsibility for conceiving and producing all advertising in connection with the forthcoming campaign.

Vice-chairmen include Malcolm Neibhur, vice-president, Outdoor Advertising, Inc.; A. J. Cusick, general manager, General Outdoor Advertising Company; Horace W. Hardy, art director, Outdoor Advertising, Inc.; James B. Lackey, vice-president, Barron G. Collier, Inc.; Byron J. Musser, president, Byron Musser, Inc.; and Albert Leffingwell, Riegel and Leffingwell.

Batten, Barton, Durstine & Osborn, Inc., has assigned August Knopfle to the committee as production manager to give all of his time to the work of the division.



A Contest That Ties Up with Contract Bridge

TO draw more prospects into display rooms; to get over to prospects the idea that the electric refrigerator is a year-round necessity; and to train salesmen to meet the objection, "I am going to wait until next spring before I consider a refrigerator"—these are objectives of a nation-wide contest introduced by the Westinghouse Electric & Manufacturing Company.

Fifty electric refrigerators will be given to the writers of the fifty best letters of 200 words or less, using the subject, "Why the Westinghouse Dual Automatic Refrigerator Is a Year-Round Necessity."

Tied up with the contest is a bridge table cover guide which will be given to each person after he has answered two simple questions: "How much do you spend for refrigeration each week?" and "How much money could you save each week by buying foods in larger quantities at quantity prices, by taking advantage of bargain prices, by elimination of needless foods?"

A record is made of the prospect's answer and these answers provide the dealer with information as to what directions his efforts should take when he makes his follow-up sales messages. The prospect is then given an official entry blank.

The bridge table cover comprises boiled-down lessons of how to bid according to the well-known Official System. In front of each player is a tabulated list showing bids and responses to meet various deals.

The contest opened September 20 and closes October 29. No entry is eligible unless it is submitted on a standard blank available only at showrooms of the company's dealers.

Newspapers and magazines are being used to promote the contest; in addition, dealers are using outdoor advertising, displays, direct mail, free gifts, films both for showing to prospects and for sales training, telephone conversations and spot broadcasting.

Appoints Boston Agency

The Spencer Chain Stores, Inc., Boston, shoes, has appointed Chambers & Wiswell, Inc., of that city, to direct its advertising account.

Joins Maxon, Inc.

Walter Wilds, formerly with Erwin, Wasey & Company, has joined the New York office of Maxon, Inc., as a member of the research department.

Waste Policy	
Expires	Never
Property	Times-Star Cir.
Amount,	- - \$Name it
Premium,	- - \$None
No. D 86 474	

WASTE INSURANCE

Protection against costly waste circulation cannot be purchased from any insurance underwriter that we ever heard of, but we do know that you may have absolute insurance against waste in the Cincinnati market the Times-Star underwrites that protection and at no additional cost.

Just mark your Cincinnati schedule "Times-Star exclusive" and the waste circulation insurance is automatically in force at the regular line rate.

CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street

Chicago: KELLOGG M. PATTERSON, 333 N. MICHIGAN

The Parable of the **LEAN** and the **FAT** Acres

IN the days before overproduction became strangely coupled with under-consumption, a certain farmer found himself with enough seed to plant only 50 of his 100 heavily mortgaged acres of arable land.

It became necessary then for him to decide which acres to plant, for he knew that such an important undertaking should not be haphazard. He took pencil and paper, therefore, and drew a map of his estates, which he divided into three natural divisions; and he remembered his past experience and marked on each division the number of bushels it could produce.

And he said, "There are 5½ acres of rich soil in the valley. They are capable of

producing only 100 bushels. Then there is the large intermediate field with 22 4 acres which produces about 300 bushels. That's better. But biggest of all is the field of 71¾ acres which produces 500 bushels. There will I plant as far as my seed will go."

Then he bethought himself: "Shall I trust the wind to sow the richer land?" And he took pencil and paper again and studied the markings on the map of his three fields. He remembered he

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arithmetic and he figured the harvest per acre in each field, and he said, "If I sow only the big field I shall reap the most only 7 bushels per acre, and in the intermediate field 13 bushels per acre, and in the little field rich soil 18 bushels per acre. Shall I not reap the greatest harvest, therefore, if I sow carefully the rich field and then the intermediate

field, and then as many acres of the big field as my seed will cover?"

And so he ordained and the ground was sown.

And when the fields were yellow with bursting grain, the banker drove by and saw what the farmer had done . . . and decided not to foreclose the mortgage.

Your Market has its lean and rich sections, too

In every community there is a group of families who have more money, spend more. Obvious, of course. BUT . . . do you know exactly

how much more of your product they buy? How they compare with other groups? Where you can get the largest return per dollar of advertising?

MARKETS BY INCOMES

Gives You the Facts. Shows the Actual Buying Performance of Families in Different Income Groups

Send for your copy today

VOLUME I

Markets by Incomes

Preface to the Survey
Automobiles
Automatic Refrigerators
Housing
Electrical Appliances
Radios
Sporting Habits
Groceries
Bathroom Inventory
Travel

VOLUME II

Markets by Incomes

Gas, Water
Electricity
Books
Plumbing
Paint
Silver
Clocks, Watches
Fountain Pens
Sports and Hobbies
Men's Clothing
Floor Covering
Charge Accounts
Summary of the entire survey



more than 400,000 circulation

Biggest Best Customer Coverage

135 EAST 42nd STREET, NEW YORK

The advertiser should have learned one very important lesson from recent experiences, namely that no matter how unfavorable general conditions may be, he can dispose of his wares as usual if he chooses markets like

YORK COUNTY, PENNSYLVANIA

and selects advertising
media such as the

YORK, PA. GAZETTE AND DAILY

HOWLAND & HOWLAND, Inc.

National Representative

New York
393 Seventh Ave.

Chicago
360 N. Michigan Ave.

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To Know Advertising, One Must Know Claude Hopkins

An Appreciation of the Fascinating Career of a Great Copy Writer
Written by an Early Associate

By Mark O'Dea

President, Mark O'Dea & Company

[EDITORIAL NOTE: In the earlier days of the Lord & Thomas agency at Chicago, Claude C. Hopkins, whose death was chronicled in last week's *PRINTERS' INK*, was a business associate of Mr. O'Dea. Since that time for many years Mr. O'Dea had come to know Mr. Hopkins in a rarely intimate way. In the following article which he has written for *PRINTERS' INK* telling his impressions of this unusual character, he shows that the story of Hopkins is in very large measure the story of advertising itself.]

SOME have called Hopkins a Titan, a genius. Others have called him a fakir, a modern Barnum. For years his friends have rallied around him, his enemies have attacked him. Yet praised and damned, he went serenely on, aloof, secluded.

Hopkins was neither a Titan nor a fakir. Yet his was a fabulous career. Like Franklin and Wanamaker, he was a pioneer in advertising. At frontier outposts he explored the new world of salesmanship-in-print and made his advances, his contributions, as well as his missteps. For he was a very human human being.

His realm of exploration was limited to advertising—he never ventured into the larger world of business, the goal of some advertising men, such as Hugh Chamberlaine.

Hopkins' success was heroically satisfying to him, for he never forgot his humble origin. To be paid \$100,000 a year for writing advertisements was sufficient glory for a country boy. Neither Wall Street nor Washington had any lure for him. Like a Frenchman, he looked ever backward yearningly

to his boyhood surroundings and maintained a monastic retreat on a little lake in Michigan, often wandering over the fields he had plowed in his youth. He died near his birthplace.

Nor was Hopkins a Barnum. He could never attain the grandiose. He worshiped products. He sought their merits. He had a peculiar knack of translating their virtues. Puffed Rice he called "shot from a gun." He made Goodyear tires different because of "No Rim Cut" and "10 per cent oversize." He gave reasons why people should buy his wares. Invariably, his reasons were alluring to the public, yet sophisticated critics would call his glorifications mere self-hypnosis, temptations for the boobery, while parrot-like competitors would hasten to adopt a "me-too" attitude.

He was unchangeably wedded to products, and curiously lacking in the art of exploiting people. Unlike Harry Reichenbach and Ivy Lee, he could not aggrandize a Reynard the Magician nor a Rockefeller. Only occasionally would he ally his products to a personality, as he did for Hudson with its Howard E. Coffin and his board of engineers.

A Firm Believer in the Printed Word

There was no compromise in Hopkins as to the divinity of the printed word. In such a belief he was a fundamentalist. He built Pepsodent to large proportions long before the advent of Amos 'n' Andy . . . it would have been singular to picture him involved with the latter-day growth of radio advertising.

What of Hopkins' failures? They were few. His critics call

them out, forgetting his overwhelming successes. They point to one Liquezone and forget the many: Quaker Oats, Goodyear, Palmolive, Hudson, Schlitz, Pepsodent and countless others, for whose owners he made millions.

Hopkins was a timid soul, not a daring gambler. Always he counseled for advertising test at small risk. He could start on a shoe-string, as he did for Pepsodent in Benton Harbor, Mich. After making a success of it, he could try a repetition and fail, as he did with Dentafruit.

He was too Scottish to be liberal with money, either his or another's, yet he was prodigiously liberal in risking his time and ideas on something in which he had faith—he was as tireless as Elbert Hubbard, as prolific as O. Henry.

Of the soil, Hopkins never got away from it. He was always a small-town fellow, an introverted Babbitt. He was the eternal optimist, yet his childhood was during the Carpet Bag Depression; he reached maturity during the Panic of the early Nineties; he died during this current economic crisis.

Recall his time of flowering. He belonged to the Early Horseless Carriage Period, before the airplane, radio, talkies, the Great War, tabloids, gangsters, parked petting, speakeasies, cross-word puzzles, Freud, Daddy Browning, Teapot Domes, bull markets, birth-control, "Hooverilles."

Lured on by Albert Lasker

He came out of the Patent Medicine Era, when advertising was just becoming respectable. In fact, he graduated from Dr. Shoop's classic school, when Lydia Pinkham's glory was commencing to fade. Out of the Mauve Decade into advertising's Gilded Age, he began a new career, not of his own volition, but because he was lured into fresh activities by the irresistible Texan, Albert Lasker, called the "Chicago Bloodhound" by Arthur Brisbane, possibly because he could smell business a mile away.

The coming together of Lasker

and Hopkins has always reminded me somewhat of the meeting between Gordon Bennett and Stanley, the explorer.

Gordon Bennett sought Stanley, saying: "No matter what it costs, find Livingston. We'll give the world something sensational."

A distracted Lasker called Hopkins to his office: "Find me an idea for Van Camp's. Everyone has failed me."

A Lasting Indebtedness

Both Bennett and Lasker found their right man. And both Stanley and Hopkins started out on arduous expeditions, each under the spell of a Svengali. Neither might have attained their goal by individual effort. And Hopkins, I know, was ever indebted to Lasker, even after their ways had separated.

Lasker and Hopkins . . . what a team! How quickly they eclipsed Lord and Thomas! What reservoirs of energy! What perfect unison! They set a speedy pace in the Middle West and even the conservative East was amazed at their strategies.

With this brilliant team were such men as Erwin, Wasey, Jefferson, Winningham, Faust, Crane, Kester and a galaxy of stars. I joined them, leaving John H. Patterson's Big Show in Dayton, when the Erwin-Wasey exodus occurred. So I have known Hopkins intimately for nearly twenty years and I went out to his retreat to spend a few days with him not so long ago.

Hopkins was always a difficult man in conversations. His intimacies were few. He was far from a social being, never a mixer. In many ways he was Lasker's opposite, for the latter was cosmopolitan, gay, voluble and won a countless host of admiring friends from Presidents to caddies.

Whereas Lasker was versatile, Hopkins was single-tracked. His one subject was advertising copy. For music, books, politics, sports, plays, personalities, he had little concern.

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must be fruitful. He dallied cautiously with life's dissipations and frivolities. He was always abstemious, hesitant against extremes, never permitting pleasures to interfere with his precious work. He was far from a playboy of the Gay White Way. He could never become a man-about-town. He was the antithesis of Jimmie Walker. In a man's world, he found it difficult to entertain and to be entertained.

Never very articulate in discussions, a little prissy in speech, Hopkins was often a failure at a conference, but he would come back to a spell-bound group with convincing copy. Easily shocked, I recall his dismay when he attended a Brunswick meeting to discuss the possibility of advertising toilet seats! "Gracious! Gracious!" he repeated.

Although he was a religious revolutionist as a youth, he never found it easy to adapt himself to changing times and remained ever Victorian on subjects he considered taboo. As a boy he had lived through the fervid period when Anthony Comstock was scaring people with such books as "Traps for the Young" and when blushing America was being shocked by "Trilby."

In his book, "My Life in Advertising," Hopkins tells his story, a naive justification of his ego-centricity. In it, one will note, his own personality is always secondary to his jobs. He was not writing so much of the small-town boy who had grown up and had become successful, as he was about the products he had sold, the money people had spent at his recommendation.

A Contributor to Higher Standards

He liked to think that he had made home life happier, that he had swayed millions into better living. He felt himself a contributor to higher standards. I assume Stuart Chase and F. J. Schlink, with their Consumers' League and the latter's recent allusions to Hopkins, feel the same self-satisfaction in their crusading

generation. Like Hopkins, they write for profit and get a sanctimonious satisfaction undoubtedly in the thought that they are doing good for others.

But Hopkins differed from them in not being a propagandist. Therein he differed from many other advertising men. Hopkins stuck frantically to his knitting, while others, such as Bruce Barton with his "The Man Nobody Knows" won fame outside of advertising.

He Stayed in His Own Realm

Such a project would have been utterly beyond Hopkins' imagination. Nor could he, like other contemporaneous ad-writers, such as Sinclair Lewis or Sherwood Anderson, enter into the mysterious realm of romantic fiction.

Hopkins never stepped out of his role. Conventions and meetings of advertising men, he ignored. His few public speeches, Lasker often said, were nightmares for them both. But Hopkins' type-writer was a complete form of communication with his world and magazines and newspapers were saturated with his ads.

Content always with being Hopkins, he reluctantly became president of Lord & Thomas when Lasker was called to Washington by Harding. But he remained supremely Hopkins, never becoming an executive in fact.

He plodded on, convinced of his principles, rarely attempting to foist them on others, yet he summarized them in his book, "Scientific Advertising," and always gave credit to that other pioneer, John E. Kennedy, for his definition of advertising as "Salesmanship-in-Print."

Slow to adopt changing fashions, Hopkins resisted the coming of art in advertising so boldly employed by advocates like Resor and Calkins. Hopkins worshiped headlines. He clung to plain type. Hand-lettering was a red flag. Expensive pictures he derided. Coupons were his fetish.

Life was bitterly real with Hopkins. He never found time to be a *poseur*. His weighty problems

kept him in a trance. He could not agree with Byron that "The great object of life is sensation," for Hopkins considered it acquisition. He wanted the masses to have things, material things—eatable, wearable, enjoyable, serviceable. Always he was obvious, transparent, never subtle nor enigmatic.

With Hopkins as its first debunker rather than its Landis, a scorner of "isms," a pleader for scientific principles, the world of advertising was swayed by his campaigns.

For a long time he was the undisputed master of copy. Everyone sought to imitate Hopkins' style, but few could match his art of finding out public response.

No man could glorify the commonplace quite as successfully as he. He understood the intellectual limitations of his audience. He never wrote *down* to them, for he was *of* them. He mingled with Main Street, never Fifth Avenue. No queen ever endorsed his products. Edna Wallace Hopper was more real to him than Marie of Roumania. Hopkins, like Bryan, was a Great Commoner. He wrote to the plain people and

remained sympathetic with them, even as he became rich and lived royally.

The passing of Hopkins ended a fascinating career. He was the last of a line. He left his indelible impression on advertising progress. His is probably the greatest contribution of any single man. Praised or damned, he set a pace. Knowingly or unknowingly, the advertising world has been vastly influenced by his contributions.

Hopkins' life in advertising represents a distinct period, quite as definite as that of Morgan, Senior, in the world of finance. To know advertising, one must know Hopkins and his imprint upon it.

Intelligent men must respect him—a measure of his greatness is that his most fervent friends would not dare to drool over his obituaries, as one may over those of lesser men.

The plow-boy, the clerk, the canvasser, the salesman, "the highest-paid-ad-writer in the world," his romantic life is a legend of fulfillment. He joins the few immortals in the Valhalla of advertising . . . his spirit will go marching on.

Chicago Art Directors Club Formed

The Art Directors Club of Chicago was formally established last week.

E. Willis Jones, Needham, Louis & Brorby, Inc., was elected president. Leonard Carey, Erwin, Wasey & Company, and Roy E. Washburn, McCann-Erickson, Inc., are first and second vice-presidents, respectively. Marjorie Fletcher, Blackett-Sample-Hummert, Inc., is secretary. Charles H. McDougall, Batten, Barton, Durstine & Osborn, Inc., is treasurer.

Hays MacFarland was the principal speaker at the first meeting.

Mitchell with Son-Chief

B. S. Mitchell, formerly advertising manager of the Samson-United Corporation, Rochester, N. Y., has been appointed sales and advertising manager of Son-Chief Electric, Inc., Winsted, Conn.

Joins Kenyon & Eckhardt

W. Revere Harman, formerly with the General Food Sales Company, Inc., has joined Kenyon & Eckhardt, Inc., New York advertising agency.

Mattress Group Advertises

A magazine campaign has been launched to advertise the Perfect Sleeper mattress, manufactured by Sleeper Products, Inc., Philadelphia.

Membership in this corporation includes twenty-two independent mattress manufacturers each of which manufactures the mattresses locally to national standards. The national advertising is financed by corporation profits brought about by group buying of commodities used in manufacture. Members of the group also manufacture three other mattresses in the Sleeper line.

N. W. Ayer & Son, Inc., are directing the advertising of Sleeper Products, Inc.

Bakelite Moves

The Bakelite Corporation has moved its advertising and publicity offices from New York to Bound Brook, N. J., where Allan Brown, advertising manager, will make his headquarters.

Has Hotel Account

The Hotel Lexington, New York, has appointed Needham & Grohmann, of that city, to direct its advertising. Newspapers and magazines will be used.

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Here's How Times Have
Changed in PITTSBURGH

So far
this year **54.5%** of all

WOMEN'S WEAR ADVERTISING

in the evening and Sunday field was pub-
lished in the Pittsburgh Sun-Telegraph.

The following percentages are indicative of
the progress made in this important classi-
fication, proving the consistently changing
preference for this newspaper.

WOMEN'S WEAR ADVERTISING

Evening and Sunday Sun-Telegraph

ACCUMULATIVE TOTALS

1929	1930	1931	1932
35.2%	43.4%	45.2%	54.5%

Figures by Media Records, Inc., without adjustments of any kind

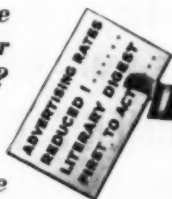
The Pittsburgh
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

TWO QUESTIONS

1 What is the news-of-the-year in publishing?

2 Which magazine led the way? ★



Answer to first question: RATE REDUCTIONS — to bring advertising costs in line with the new order of economy, efficiency and profit. *The Literary Digest* acted in 1931. Nine months before its field. It said, too — “Circulation delivered or rebate.” What could be safer!

Answer to second question: “THE LITERARY DIGEST” — The first leading magazine to make this logical change. Thus *The Digest* has given its advertisers a long advantage over others in its field — all without lessening circulation or otherwise skimping on value delivered.

Note that the 1932 *Digest* is the same quality publica-

tion — with fifty-two free issues a year. It is real active, open-minded people who are ready to buy able to pay, even in 1932 has the largest reader review of all magazines and the best renewal rate among circulation magazines. bringing better returns than in high times—for toilet goods, sea food, ci insurance, women's wear what-have-you!

Won't you take pencil paper and figure for yourself just how much money advertisers have saved year by using *The Digest*. Twelve pages for \$36. Compare — figure — how the buy for 1933.

SOUNDING - BOARD OF
AMERICAN OPINION

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ON national advertisers...

Announced and effected the cost-cut first.

(Could afford to do so and did it—nine months ahead.)

Made it a flat 25%, instead of the usual 5 or 10%.

(Thus bringing the rate per page per thousand down to \$2.14 and offering class circulation at mass costs.)

Kept Readership up—more than ever a necessary magazine.

(Guarantees to hold it—1,400,000 or rebate.)

Ran two great national polls—on prohibition and presidential candidates.

Took its own advice—advertised steadily.

(In airplanes, with car cards, by radio, through the mails.)

Added valuable plus-services to advertisers.

(For instance, "The Advertising Guide.")

"The Advertising Guide" lists Digest advertisers, summarizes their messages, mentions booklets and sample offers, refers to page and issue—makes it easy for readers to have the facts on standard products and services.

The Digest advertises your advertising in this way without cost to you. About one million guides have gone this year to subscribers and book buyers. These guides go to market and help decide consumer purchases.

Here are typical comments from constant readers: "helpful both for business and home"—"many interesting suggestions"—"very useful"—"useful information"—"convenient size"—"excellent"—"convenient source of information"—"does the trick"—"immensely interesting"—"handy"—"the most dependable book"—"bought from it day it arrived"—"a very worth-while service"—"a big help in many ways"—"it saves my time in the selection of what I need."

May we mail you specimen copies of the guide?



LITERARY DIGEST

Winning Posters



First Prize Went to Pontiac Motor Company, Otis Shepard, Artist

HERE are the three prize posters, selected from among entries submitted in the third annual exhibit of outdoor advertising art, sponsored by the Chicago Advertising Council. Display of 300 paintings submitted will be held at the Marshall Field Galleries, Chicago, starting October 6.

Awards in duplicate were given to both advertiser and artist, as follows: First prize, Pontiac Motor Company, Otis Shepard, artist; second prize, Thomas Lipton, Inc., W. T. Warde, artist, and third prize, Coca-Cola Company, Haddon Sundblom, artist.

There were ten citations for honorable mention. Captions of the posters, name of advertiser and artist follow: "Mother, watch that food," General Electric Company, refrigeration division and Andrew Loomis; "See the big show," General Motors and W. A. Allured;

"Made for each other," Shell Petroleum and Mr. Loomis; "It's new, it's better," Richfield Oil Corporation of New York and Otis Shepard; "So beautiful," Chevrolet and Bradshaw Crandall; "Take your choice," Iodent and Mr. Loomis; "The great American Value," Chevrolet and James A. Kelly; "Keep your eye on Chevrolet," Chevrolet and Mr. Shepard; "Preferred position," Radio Station WIBO and Lyman Simpson, and "Inexpensive, satisfying," Wm. Wrigley, Jr. Co., and Mr. Shepard.

A prize in the three-sheet classification was won by the Wesson Oil and Snowdrift Company and C. E. Heinzerling, artist.

The jury of awards also designated 100 entries as the "One hundred best" posters of the year. The exhibit of these prize-winning posters will be on view for two weeks.

Wolff-Cooley Opens Detroit Office

Wolff-Cooley Studios, commercial photographers, have opened a Detroit office in the Stormfeltz-Lovely building. Dick Allen, formerly assistant advertising manager of the De Soto Motor Corporation, is in charge.

Advanced by Harris Seybold Potter

Howard M. Hubbard and Norman L. Daney have been elected secretary and treasurer, respectively, of the Harris Seybold Potter Company, Cleveland, printing equipment. Mr. Hubbard continues as comptroller.



Lipton's Poster Won Second Prize and Coca-Cola's Third Prize

We Lose a Subscriber

C. F. BIEL, manager of the Denver Optic Company, didn't renew his subscription to PRINTERS' INK at its expiration. We asked him why.

The selling plans which PRINTERS' INK secures from authoritative sources, written very often by subscribers or from material they make available to our staff writers, cover every phase of selling and advertising activity. Had we fallen down? Had we neglected to give Mr. Biel some information which he needed to make his business more profitable?

Biel, the optical man, was frank with us in his reply. We had fallen down. He said: "What I must have is some plan that will make it possible by advertising to have more people go and get an eye punched out." For he now has the names and addresses of "what I believe to be 90 per cent of all who wear an artificial eye in the United States and to get the other 10 per cent would be impossible."

For twenty-five years Biel of

Denver has been selling glass eyes by mail. He advertises in small-town and farm papers, has a collection of 80,000 eyes which he buys from Germany. Out of this collection he usually manages to please the customer.

He first sends an assortment of a dozen and if these eyes fail to please he sends a dozen more and so on until, as he expresses it, "one clicks." He always gets \$5 an eye unless a customer desires a "special," blown to his order. In this case the price jumps to \$12.

Business has been a little slow in the glass eye industry. In good years a customer buys an eye every two years. If he is affluent he buys an extra one to keep like a spare tire. Lately orders haven't been coming in so fast because one eye has to do.

Since we can offer no advertising or selling plan which will make people lose eyes so as to produce a larger sales outlet for Mr. Biel, we must therefore regretfully lose a subscriber.



Chilcott Heads Maltine

J. C. Chilcott, for the last four years vice-president in charge of sales of the Maltine Company, Brooklyn, N. Y., has been elected president. Mr. Chilcott, who is also president of the affiliated companies, including Certifoods, Inc., was at one time with N. W. Ayer & Son, Inc.

Joins Toronto Agency

Denton Massey, formerly with the Massey-Harris Company, Toronto, has joined the Philp Advertising Agency, Ltd., recently formed at Toronto, as vice-president and partner. The company will be known hereafter as Philp, Massey & Company, Ltd.

Adolph Lomb Dies

Adolph Lomb, vice-president of the Bausch & Lomb Optical Company, Rochester, N. Y., died on September 30 at Pittsford, N. Y., aged sixty-six. He was the son of the late Captain Henry Lomb, a co-founder of Bausch & Lomb.

New Account for United

Emicon, Inc., New York, electrically operated musical instruments, has appointed the United Advertising Agency, of that city, to direct its advertising account.

Manages Altman Advertising

William Dempster, formerly with Amos Parrish & Company and the Standard Store Service, has been appointed advertising manager of B. Altman & Company, New York. For the last month he has been serving as an advertising executive with the company.

New Miami Agency

The MacDonell-Carlton Advertising Agency has been formed with offices in the Security Building, Miami. George N. MacDonell, formerly promotion manager of the Miami Daily News, and L. D. Carlton, who has been engaged in direct-mail advertising, are the principals.

Tenth District to Hear Grant

Richard H. Grant, vice-president of the General Motors Corporation, will address the annual convention of the Tenth District of the Advertising Federation of America, to be held at Austin, Tex., October 30 and 31.

Joins Bingham Photo

The Hagopian Photo Engraving Company, Inc., New York, has liquidated. Its personnel and sales staff has joined The Bingham Photo Engraving Company, Inc., of that city.

Putting a Sales Hook in the Envelope Enclosure

If You Want Consumers to Buy These Days You've Got to Ask Them to Buy

By Don Gridley

THERE is no law against putting a good sharp sales hook in envelope enclosures. As a matter of fact, Article 1, Section 1, of merchandising by-laws should be "Don't forget the sales hook."

The Delaware, Lackawanna & Western Coal Company keeps this article in mind in the preparation of all of the folders and envelope enclosures that it gives to dealers handling Blue Coal. Furthermore, in fashioning the hook it forgets its own identity and puts all the words in the mouth of the dealer himself.

Here are just a few examples of how the company's sales literature is designed to get the prospect in a buying, or at least trying frame of mind. These examples are chosen from the last pages of a group of a dozen or more folders.

Headline—"Protect Your Money When You Buy Fuel." Two paragraphs of copy closing with the following paragraph, "Protect your money—reduce your budget. During the coal burning months always insist on Blue Coal—and always order from us, then you can't go wrong."

Headline—"Our Service Man Is At Your Command." Two paragraphs of copy, the last one saying, "Try Blue Coal. You'll like this clean, uniform, even burning Pennsylvania anthracite. You'll appreciate its economy. And you'll soon realize why we feel that Blue Coal is the ideal fuel for home heating. Put in a supply of Blue Coal today. Phone us your order right now."

Headline—"Prompt," followed by "You set the day and hour and we'll see that our truck arrives with the right amount and the right size of Blue Coal on time." Sub-heading—"Clean Delivery," followed by, "Our courteous attendants will leave your walks and

cellar as clean as when they found them. We demand it of them—and guarantee it to you. Order Blue Coal now."

Headline—"Why Take Chances? Blue Coal Is a Sure Fire Investment," followed by two paragraphs of copy, the last one being, "One by one your neighbors are getting the Blue Coal habit. Let us show you what remarkable heating comfort and economy Blue Coal brings. Call us today for Blue Coal. We deliver promptly."

All of the other folders have the same sales appeal in the headline and the same urgent invitation to buy or try in the final paragraph.

In two of its folders the company even includes an order blank in which the consumer can write an order to the dealer.

Lead the Prospect to the Hook

Although so far the discussion is centered around the final pages of the folders, the fact remains that no sales hook is of any value at all if you don't lead your prospect to the hook. This means that no matter how hard you may sell on the last page of an enclosure, the copy on the other pages must be prepared to lead up to the final sales appeal. These coal folders are excellent examples of a carefully planned, concise sales presentation, designed, from the cover in, to get the prospect in the proper frame of mind to read that final buying-urge paragraph.

Another excellent feature in these enclosures is that the company quietly but firmly eliminates itself so far as possible from the picture. So far as the prospect is concerned, all he knows is that John Smith, the coal dealer down town, handles the company's coal. Plenty of room is left for the dealer's imprint and the copy.

Throughout the folders talk from the dealer and not from the company.

Recently I had an opportunity to go over more than 100 envelope enclosures that had been prepared for dealers by manufacturers. It was surprising how many of these, carefully planned and beautifully illustrated as they were, seemed like pleasant messages of no particular importance rather than what they were intended to be; that is, invitations to buy.

I have a hunch that for the next few months, even though there are indications that there will be more consumer dollars going into the market, these dollars will require plenty of coaxing. Manufacturers who are too high hat to use the hackneyed but helpful phrase, "Buy Now," may find some difficulty in selling now.

If they shrink from the crudeness of "Buy Now"—after all, there is no particular crudeness about the invitation—there are plenty of ways that they can be probably just as effective but a bit more subtle.

For instance, an effective folder featuring the new High-Power Perfection Oil Range carries on the back the following paragraph:

AN INVITATION

You must see one of the new High-Power Perfections in action to fully appreciate it. Visit one of our displays—see one of the convincing demonstrations of the power, convenience, economy and beauty of the new line.

This particular folder stood out in a group of enclosures dealing with oil and gas ranges because of all of them it was the only one that suggested that the prospect go to the showroom.

Of course, no one expects hundreds of consumers to rush to showrooms with the folder in their hands but if there is anything at all to the study of psychology, the imprinting of such an invitation

carries the advertiser one step farther along the selling route than the lack of any invitation at all.

A six-page folder for the new Royal Portable Typewriter closes with a page as follows:

VOGUE

This new style of type-face is exclusive with the Royal Portable Typewriter. Designed expressly for personal correspondence, it is smart and modern—appropriate for the most intimate of letters. Available at no extra cost.

Why take chances? ... 'blue coal' is a sure-fire investment

NO longer does all coal look alike.

America's finest anthracite is now colored an unmistakable blue—trade-marked so that you can distinguish it instantly from ordinary coal. We're keen about this high quality coal because it gives our customers extra protection when they order fuel.



One by one your neighbors are getting the 'blue coal' habit. Let us show you what remarkable heating comfort and economy 'blue coal' brings. Call us today for 'blue coal'. We deliver promptly

Blue Coal Folders All End with an Urge to Buy

PRICE

Of the Royal Portable includes the standard 4-bank keyboard, Royal's handsome new Duo-Case and your choice of beautiful and unusual colorings—Duotones in Brown, Green, Red and Blue, and conventional Black. Professional keyboards and many unusual type styles optional at no extra cost.

TERMS

Are very convenient. A small down payment, with easy monthly payments thereafter.

This is an admirable summary of the information contained in the copy that has preceded it and although it does not make a direct invitation to buy, it has sales urge.

A complete submergence of the manufacturer is admirably exemplified in an enclosure given paint dealers by John W. Masury & Son. The following paragraph appears above a good liberal space for the dealer's imprint:

This establishment has built its reputation on the rock-bed of these unswerving principles: First—fair dealing both with those we serve and those who serve us. Second—full value on every sale we make—and last but equally important—sincere co-operation which includes speed of service and attention to special orders. Whatever your requirements, you may be certain to have them met here, satisfactorily, quickly and at the right price.

Note how simply and yet how nicely this tells the dealer's sales story. Part of the sales hook in any envelope enclosure is in getting the dealer to send it out at all. Certainly a paint dealer who is going to invest any money at all in postage for direct mail will be inclined to favor a message of the kind prepared for him by Masury.

Another pleasant message is prepared for dealers by Edwin L. Wiegand Company, manufacturer of Chromalox Super-Speed Range Units. Here it is:

JUST CALL US . . .

Just call us on the phone and tell us the make and model number of your electric range. If possible, also please tell us the wattage and voltage of the heating unit and the size of the opening—and we'll have our service man install the proper Chromalox Super-Speed Range Units promptly.

The makers of Mallory hats also put a dealer hook in an excellent three-color style folder. It reads as follows:

Our Store affords exceptional shopping opportunities for the well-dressed men of this city and vicinity.

The widespread reputation and high quality of

MALLORY HATS

are an indication of the outstanding

leadership of everything we offer in men's wear.

The Ruberoid Company is evidently a strong believer in not overlooking the opportunity for a good sales hook. Three excellent folders prepared for this company for dealer use contain the following paragraphs:

"We have them (Ruberoid Massive Units) and we would welcome the opportunity of showing them to you. You will incur no obligation whatever by coming to see them."

* * *

"The Ruberoid Co., with years of manufacturing experience and immense volume production, has succeeded in producing these shingles at a price that will not strain your pocketbook in the slightest. We can try to describe the quality and beauty of these *Genuine Ruberoid Massive Square-tabs* to you, but you cannot appreciate it until you have actually seen them."

* * *

"And that is why we suggest that you come in and let us show you samples."

* * *

It is interesting to note that in all the examples chosen, the manufacturers in preparing sales hooks for dealers' use are not hysterical or over-eager in their demands. They do, however, show a clear realization that if you are going to sell you must ask people to buy.

The sales hook doesn't take a lot of space, it doesn't take a great many words as a rule. On the average enclosure there is plenty of room to tell a good thorough sales story, to illustrate it well and finally at the end to put that much needed hook which gets the prospect in the frame of mind where, if he is not willing to buy, he is at least willing to try.

♦ ♦ ♦

Wakefield Heads Kaynee

George P. Wakefield, vice-president, has been elected president of the Kaynee Company, Cleveland, boy's blouses and wash suits. Edmund C. Seitz was elected vice-president and treasurer, and Robert Louis Hays, secretary and assistant treasurer.

With Campbell-Ewald at Toronto

Noel R. Barbour, formerly in charge of the Toronto office of the Canadian Advertising Agency, Ltd., has joined Campbell-Ewald, Ltd., Toronto, as an account executive.



Thanks

for the compliment

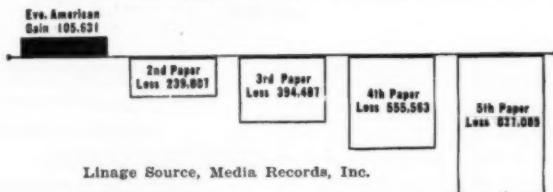
You said it with increased lineage,
Mr. Retailer . . . you've been say-
ing it for the past eight months.

*Is there any more satis-
factory compliment any
newspaper can receive?*

The Boston American is the
ONLY standard size newspaper
in Boston to show eight-months'
gains in retail display . . . and one
of a handful in the entire country
to show similar increases in 1932.

RETAIL DISPLAY LINEAGE

Gain and Loss Comparisons Jan. 1 to Aug. 31—1932-1931



BOSTON AMERICAN

New England's Greatest Evening Newspaper

[Largest Evening Circulation in New England]
[. . . By More Than 75,000 . . . Covering and
[Selling Every Level of Buying Power.]

Represented Nationally by Rodney E. Boone Organization

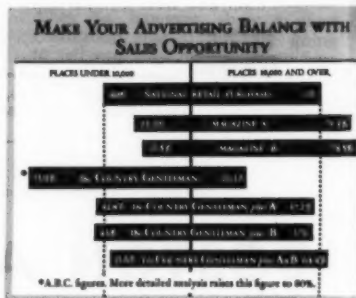
8 miles or 8 minutes what's the Difference?

TODAY it is minutes—not miles—to market. Families eight miles from a complete range of retail stores are often nearer and more desirable than families two miles away. Nearer because of good roads and automobiles. More desirable because of income and living standards.

Conveniently near trading centers in which salesmen are today striving to make their quotas are 1,700,000 high-class American families. They are leading families in communities where 40% of national retail sales volume originates. Seventy out of every hundred of them own homes. Eighty-six out of every hundred own automobiles. They have extensive investments in other substantial property.

Heaping up your advertising in publications which circulate almost entirely in congested areas cannot effectively influence these fine families—or this 40% of the market. Advertising in *The Country Gentleman* can, and does.

They are made readily available, and responsive, to advertising by their con-

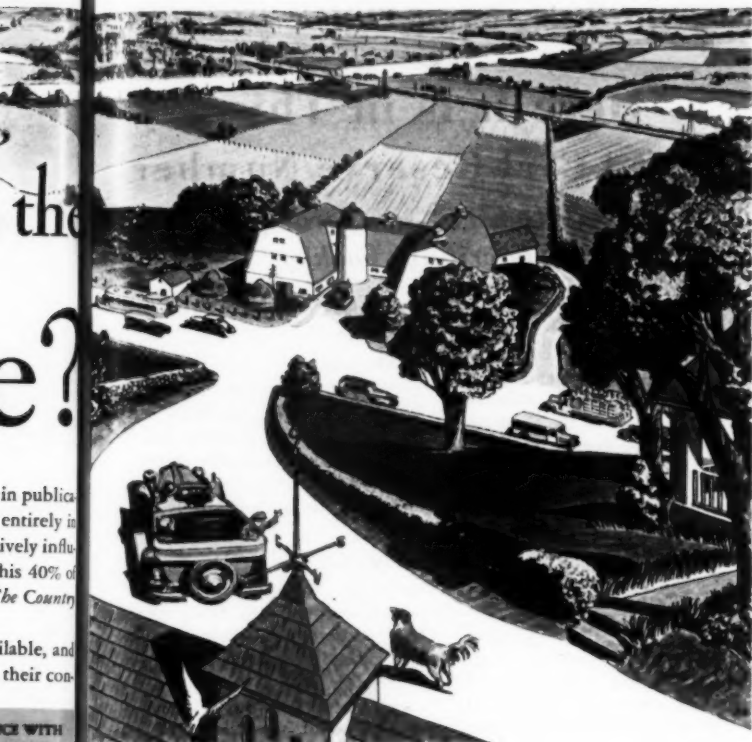


If your product is one that most families can use or enjoy, *The Country Gentleman* should be one of the first three magazines in your advertising plan

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Philade



viction that *The Country Gentleman* gives them more of what they want than any other publication or group of publications. They are loyal to this magazine in a remarkably exclusive fashion.

It reaches them, influences their buying and thinking habits, in a way not equalled by any other magazine, or combination of magazines. It interests all the family.

Every sales manager will readily understand what this 40% of sales potential is worth. And salesmen, fighting for business in today's stiff competition, appreciate the contact with this market that only *The Country Gentleman* provides. Advertise in *The Country Gentleman* and give your sales force a fair chance at ALL its potential.

THE COUNTRY GENTLEMAN

FAMILY COUNSELOR TO MORE THAN 5,900,000 PEOPLE

... Key to 40% of National Sales Potential

THE CURTIS PUBLISHING COMPANY

Philadelphia Boston Chicago Cleveland Detroit New York San Francisco

ACTION FOR ADVERTISING DOLLAR!

Here It Is in This Special Girl Reserve Number!

*Closing Oct. 17—send promptly
for descriptive booklet*

290,280 younger members of the Y. W. C. A. under leadership of 850 advisers—the enthusiastic 'teen age with numerous activities and functions ahead of them this winter and with a thousand-and-one needs—will furnish the action—buying action that spells profits.

The November Girl Reserve number of *Womans Press*, official magazine of Y. W. C. A.'s, will be devoted to the manifold interests of these misses and will be retained and referred to for many months to come.

It will serve as a helpmate in all their activities, will be used as the basis for planning bazaars and fairs, which alone represent a

tremendous outlet for wide range of merchandise.

It will also devote itself to personal problems of this select, vibrant group of American girlhood. Dress and fashions, health, athletics, crafts and like interests of every-day living and entertainment will be authoritatively covered.

Manufacturers will find an unusually receptive market and immediate profits by tying up to this editorial structure of the November issue of *Womans Press*. Interest in their offerings will be highly intensified by a *merchandising service* rendered in conjunction with their advertising—

For This Issue Only! Entire Market Re-covered For Advertisers by Special Free Mailing!

The Girl Reserve issue closes October 17 so lose no time in getting complete facts contained in booklet. Send for it NOW!

THE WOMANS PRESS

600 Lexington Ave., N. Y. City PLa. 3-4700
Dorothy Putney, Adv. Manager

This Is How Copyright Protects an Advertisement

Court Rules That Infringement Need Not Be a Facsimile of the Original

By E. B. Weiss

"COPYRIGHT is a weak form of protection for advertising. All an imitator has to do is to change a word here and there, make slight alterations in the illustration—if one is used—change the layout a bit, and the owner of the copyrighted advertisement is powerless to prevent what is a palpable and obvious imitation."

Probably you've heard remarks to that effect. Perhaps you've believed them. Maybe you have had in mind copyrighting your advertisements and decided that the limited degree of protection afforded was not worth even the small copyright fee.

Let me explode all these misconceptions—because that is precisely what they are. Copyright can be, and actually is, a potent form of protection for advertising. And for verification we need go no further than a decision handed down recently in St. Louis by the U. S. Circuit Court of Appeals, Eighth Circuit. Involved in the case were Benjamin Ansehl v. Puritan Pharmaceutical Company and Beecher-Cale-Maxwell, Inc., the last mentioned being an advertising agency.

The point of law involved in the case was considered so important that the Circuit Court prepared a most elaborate opinion; an opinion that very clearly outlines the scope of copyright protection as applied to advertising.

The case came before the Circuit Court on appeal from the United States District Court for the Eastern District of Missouri. The Circuit Court's opinion was read by Judge Sanborn. Briefly, these are the details of the case:

Benjamin Ansehl, a dealer in cosmetic and toilet articles bearing the trade name "Vivani," had prepared a distinctive advertisement to promote the sale of his goods. The advertisement was composed of a photograph and of reading

and descriptive matter and was published in newspapers in several cities. It carried the copyright notice and Ansehl then took the necessary steps to secure a certificate of copyright.

Beecher-Cale-Maxwell, Inc., is a general advertising agency, handling the account of the Puritan Pharmaceutical Company. The latter company was engaged in selling toilet articles similar to those marketed by Benjamin Ansehl. The complaint was that the Puritan company, although fully aware of Ansehl's advertising, published a similar advertisement for its products, the advertisement appearing under the name of the Milaire Company. Ansehl notified Puritan of the alleged copyright infringement and suggested that the alleged infringement be discontinued, but without effect.

A Description of Plaintiff's Advertisement

Said the Circuit Court: "Briefly and generally, the plaintiff's (Ansehl) composition is about the size of the usual newspaper page. Slightly above the center is a photographic print, which occupies about a third of the space used. This print depicts, against a dark background, eight toilet preparations in their containers, with the name 'Vivani' upon them. The arrangement of these articles in the picture is somewhat symmetrical and attractive.

"The advertisement has the caption: 'The Greatest Souvenir Ever Offered. (This Advertisement Will Not Appear Again!).' In the upper right-hand corner appears in large figures '99 cents,' decorative in design. Below these figures and running downward along the right side of the advertisement is a large arrow pointing to a 'certificate' of the coupon type, which is intended for use in ordering and remitting

for the articles advertised. Below the photographic print are eight small paragraphs, each descriptive of one of the articles portrayed and each stating that the article described is included in the souvenir set.

"Below these appears a list of dealers selling the Vivani souvenir sets, a statement of the suggested retail price of each item, and an assertion that, while three years before 3,000,000 of these sets had been issued, only 1,000,000 would be available this year.

"The accused advertisement is approximately the same size. It includes a photographic print of toilet articles, ten in number, similar to those advertised by the plaintiff, but under the name 'Milaire,' depicted against a black background and arranged in much the same fashion as those shown in the plaintiff's advertisement. The de-

tion of the defendants (the Puritan company and the advertising agency) that their advertisement does not constitute an infringement of the plaintiff's copyrighted composition. . . . The brief description already given of the two advertisements indicates that the general scheme or idea is the same.

"The plaintiff charges similarity not only in the general arrangement, general appearance, heading, position of price mark, size of price mark, design of price mark, size of photograph, position of photograph in the advertisement, and arrangement and language of descriptive paragraphs, similarity of coupon and its position in the advertisement, and choice of lettering and type, *but also in the sequence and similarity of expression of ideas (italics ours);* and in his brief makes the following comparisons of language used":

VIVANI
(Appellant)

- a. "The greatest souvenir ever offered."
- b. "This advertisement will not appear again."
- c. "Any honest merchant, large or small, will tell you that this is the most amazing souvenir offer ever presented to American women."
- d. "We will give you this exquisite remarkable set of full size genuine Vivani Beauty Products—not samples—every article regular store size."
- e. "Approximately three million of these genuine Vivani Souvenir Sets were issued through dealers three years ago and they were eagerly grasped by the women of America as fast as they could be distributed."
- f. "The charge required with the certificate then was twice as much as this year."

defendant's advertisement is headed: 'An Extraordinary Offer That May Never Be Repeated.'

"Directly below the photograph is reading matter stating that millions of these sets had already been distributed, but that no more than 1,000,000 were to be given out this year. To the right of the advertisement appears '99 cents' in large, decorative figures, about half the size of the same figures in the plaintiff's composition. In the lower right-hand corner is the usual coupon, in form similar to that of the plaintiff's coupon."

Said the court: "It is the conten-

MILAIRE
(Appellees)

- "An extraordinary offer."
- "Offer that might never be repeated."
- "An offer so remarkable that no retail merchant large or small could hope to duplicate it."
- "We want to acquaint you with the newest and most popular Milaire toilet preparations. Please remember, these are not samples, they are all full size packages."
- "Similar sets have been offered through retail stores during the past few years—and millions distributed. Women bought them on sight and then came back for more."
- "Women bought them on sight and then came back for more—at twice the price you can buy them under the Milaire trade-mark."

With these examples of similarities in "sequence and similarity of expression of ideas," if not in exact language, the next question was: Do these similarities constitute copyright infringement? In other words, must the exact language be copied in order to have the basis for a suit charging copyright infringement or is similarity in "sequence and expression of ideas," as evidenced by the quotations cited above, sufficient to comprise copyright infringement?

On this important point, the Circuit Court ruled: "A copy of a substantial part of a copyrighted

work constitutes infringement. It is not necessary that the whole composition be rifled. *The plaintiff is not entitled to be protected in his ideas, but he is entitled to be protected in his expression or illustration of his ideas.* (Italics ours.) It is not necessary, in order to constitute an infringement that the infringing composition shall be identical with that which is infringed. *The fact that the identical language or the identical illustrations were not used will not justify the appropriation of copyrighted articles.* (Italics ours.)

"In this case, the plaintiff's copyright did not protect his ideas for an advertisement, but it did pro-

tect his illustration and expression of those ideas in pictures and language. The defendants might appropriate the ideas and express them in their own pictures and in their own language, but they could not appropriate the plaintiff's advertisement by copying his arrangement of material, his illustrations and language, and thereby create substantially the same composition in substantially the same manner, without subjecting themselves to liability for infringement."

The Circuit Court concluded by ruling that the lower court was in error in dismissing the complaint and remanded the case for further proceedings.

Elected by New Orleans Club

Flint Wilson has been elected president of the New Orleans Advertising Club; John W. Murphy, vice-president; Miss Adrienne Schaeffer, secretary, and Miss Margot Burvant, treasurer. The board of directors includes: Ralph Dwyer, T. J. Fontelieu, E. D. McCutcheon, Edward M. Palmer, Jules Paglin, J. H. Stevens, George B. Leverich, Walker Sausy, William T. Harter and James I. Smith.

Ellmaker Gets "Woman's World"

Lee Ellmaker, publisher of *Pictorial Review*, New York, has purchased the *Woman's World*, Chicago, and will take over control of that publication effective with the December issue.

Woman's World will be published as a separate unit, according to Mr. Ellmaker, who states that he has no partners or associates in this purchase.

Venida to Gumbinner

The Rieser Company, Inc., New York, manufacturer of Venida hair nets, bob pins and wavesets, has appointed the Lawrence C. Gumbinner Agency, of that city, as advertising counsel. Magazines and radio advertising will be used.

A. G. MacGuerty Dead

A. G. MacGuerty, for some years a member of the auditing staff of the Audit Bureau of Circulations, Chicago, was killed near Fort Worth, Texas, September 24. He was thirty-three years old.

Has Castoria Account

The Centaur Company, New York, maker of Chas. H. Fletcher's Castoria, has placed its advertising account with Young & Rubicam, Inc. Magazine, newspaper and radio advertising will be used.

Strong Left \$2,000,000

An estate estimated at over \$2,000,000 was left by Walter A. Strong, publisher of the *Chicago Daily News*, who died last year. The bulk of the estate, according to the final accounting approved by the Cook County Probate Court, was made up of shares of common and preferred stock of the *Chicago Daily News, Inc.* One-third of the estate goes outright to Mr. Strong's widow and the remainder is put in trust, half for her and half for their five children.

Weld Heads 4 A's Research

L. D. H. Weld, director of research of McCann-Erickson, Inc., New York, has been appointed chairman of the committee on research of the American Association of Advertising Agencies. He succeeds Stewart L. Mims, vice-president of the J. Walter Thompson Company, Inc., who served as chairman for a number of years.

Lord & Thomas Advance Crombie

Keith B. Crombie has been appointed general manager of Lord & Thomas of Canada, Ltd. He also has been elected secretary-treasurer of the company and, together with William R. Sachse, has been elected to the board of directors.

Walker Appointed to Senate

Walter Walker, publisher of the *Grand Junction, Colo., Daily Sentinel*, has been appointed United States Senator by Governor William H. Adams of Colorado.

Advanced by Liquid Carbonic

R. H. Crane, for the last seven years with The Liquid Carbonic Corporation, Chicago, has been appointed sales promotion and advertising manager of that company.

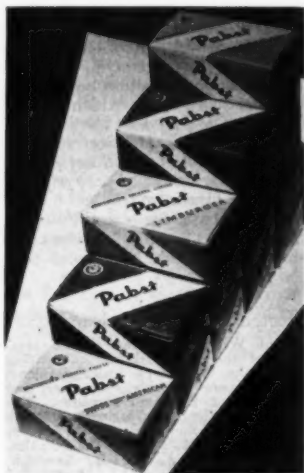
Making the Family of Products Act Like Relatives

THE re-designing of six Pabst cheese packages calls particular attention to an interesting development in package layout, that is, the employment of continuous pattern designs.

As will be seen from the illustration, a diagonal band with the name Pabst on it in script is so arranged on each individual package that when all the containers are displayed together, these zig-zag lines meet in an unusually interesting pattern. This pattern is capable of a number of variations which not only add to the interest of any display that may be made but also assure the company that whenever any of its containers are shown together they will be tied to each other so that there is no mistaking their relation.

A further advantage of the bands which appear on all sides of the packages is that they carry the eye from unit to unit and create an impression of maximum size.

The background for all the designs is in ivory and the lettering is brown. The different cheeses are identified by special coloring



which is as follows: Brick American is orange, American is yellow, Swiss is light buff, Limburger is darker buff, Pimento is pink and Pabst-ett a light red screen pattern.

Death of G. F. Russell

George F. Russell, president and treasurer of the Champion International Paper Company, died at Lawrence, Mass., last week, aged sixty-seven. The Russell Paper Company, which merged with the Champion Card and Paper Company thirty years ago, was founded by Mr. Russell's father in 1842.

Milwaukee "Herold" Suspends

The Milwaukee *Herold*, has ceased publication. The *Sonntagspost*, Sunday edition of the *Herold*, has been taken over by National Weeklies, Inc., Winona, Minn., and will continue weekly publication at that city, with an advertising and editorial staff maintained at Milwaukee.

Appoints Franklin Agency

The Blake Manufacturing Corporation, Springfield, Mass., manufacturer of Sun-light and Blaco flashlights and brass and plated goods, has appointed the Franklin Advertising Service, Boston, to direct its advertising account. Business papers and direct mail will be used.

Coffee Group Re-organizes

The Associated Coffee Industries of America has been formed with offices at 11 Water Street, New York, superseding the National Coffee Roasters Association. Lot Boardman, formerly president of the National Coffee Roasters Association, heads the new group. W. F. Williamson is secretary-manager.

Waters Starts New Service

Herbert S. Waters, formerly sales and publicity director of James McCreery & Company, New York, has formed the Waters Merchandising Corporation, 16 East 42nd Street, to assist manufacturers to merchandise, promote and advertise products through retail stores.

Furth Heads Artintype

Joseph Furth, formerly with the Advertising Arts Agency, Los Angeles, has been appointed head of Artintype, of that city, advertising typography. He was at one time with the Gundlach Advertising Company, Chicago.

95.4%

of the Circulation of The

LOS ANGELES EVENING
HERALD AND Express

is right in Los Angeles and
its immediate suburbs.

The largest circulation of any
daily newspaper in the West,
concentrated 95.4% in the
richest (per capita) Metropoli-
tan Market in America.

NATIONAL REPRESENTATIVES:

PAUL BLOCK AND ASSOCIATES

NEW YORK	CHICAGO	DETROIT	BOSTON
LOS ANGELES	PHILADELPHIA	SAN FRANCISCO	

AGAIN—FIRST PRIZE



For the second consecutive year, a Campbell-Ewald poster has been awarded first prize at the National Poster Exhibition in Chicago. ● Out of three hundred posters on display, twelve judges of national reputation in Art and Advertising selected this fine Pontiac poster for the premier award. ● Last year, under similar conditions, the Buick poster was selected, and the American Legion poster was awarded second prize. ● Out of a total of twenty-eight awards made at the National Poster Exhibition during the last two years, Campbell-

Ewald has won eleven—including two first awards, one second, and eight of honorable mention. ● The American Legion poster also won first award at the Art Directors Exhibit



Advertising
Well
Directed

CAMPBELL-EWALD

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FIRST PRIZE 1932, National Poster Exhibition, Chicago



FIRST PRIZE 1931
National Poster Exhibition
Chicago



FIRST PRIZE 1932
Art Directors Exhibit
New York
SECOND PRIZE 1931
National Poster Exhibition
Chicago

in New York. ● Campbell-Ewald Company, in addition to its outstanding newspaper, magazine and radio advertising service, enjoys the distinction of placing more outdoor advertising than any other advertising agency.

COMPANY . . . DETROIT
H. T. EWALD, PRESIDENT * * * *

Direct Mail Gets a Challenge

PLAIN talk was invited from the speakers who are addressing the convention at New York, this week, of the Direct Mail Advertising Association. Enrollment gives early indication of setting a record.

The opening session heard a challenge issued by Lee H. Bristol, vice-president of the Bristol-Myers Company and president of the Association of National Advertisers. This challenge, which members of the convention were told faced them daily, is: "Can you measure big enough to rise above the obvious immediate interests you represent and tackle each problem, first of all, from the 'client-viewpoint' with a real breadth of viewpoint on your part?"

If they give direct mail the dignity and importance it deserves, the delegates were told, they should be able to have the client or the prospective user reveal his whole picture and problem. Then and not until then can they tackle the problem with the judgment and background that should bring success.

"Don't think first," Mr. Bristol cautioned, "in terms of lithography, printing, Multigraphing. For the moment, forget even the appropriation involved, for perhaps a closer appraisal of the whole situation, in terms of objectives, will convince you that the appropriation is too large or too inadequate. That comes later on in your proper order of activity. Get the whole picture first and get it from your client's or prospect's viewpoint."

An epigrammatic talk by Ken-

neth Goode led up to and drove home the point that advertising to be productive in sales should be built on the following formula: "Don't tell people how you make your goods; but how good your goods make them."

In a session devoted to getting action into copy, John Caples, of Batten, Barton, Durstine & Osborn, Inc., reported on the results of a comparative study of a large number of successful and unsuccessful headlines. Six qualities which, in his opinion, seem essential to good headlines, are:

1. News: If you have any, put it in the headline.

2. Curiosity: Use this if you can. However, do not let the headline rest entirely on its curiosity appeal. It should have some additional quality.

3. Try to suggest quick and easy results.

4. Although successful campaigns have been built on the negative side of a question, it is usually best to avoid the negative angle if you can.

5. If possible, suggest that the product will either make money or save money for the reader.

6. Try to get a strong self-interest element. Of all advertising appeals, self-interest is the most important.

The theme of general and departmental sessions follows through on the keynote sounded by Ben J. Sweetland, president of the association—the search of advertisers for selling economies.

Howell to Study Railroads

Clark Howell, Sr., publisher of the *Atlanta Constitution*, has been appointed a member of the non-partisan committee to study the railroad situation and make recommendations for their improvement. Other members of the committee include Calvin Coolidge, Bernard M. Baruch, Alfred E. Smith and Alexander Legge.

"Deseret News" Appoints

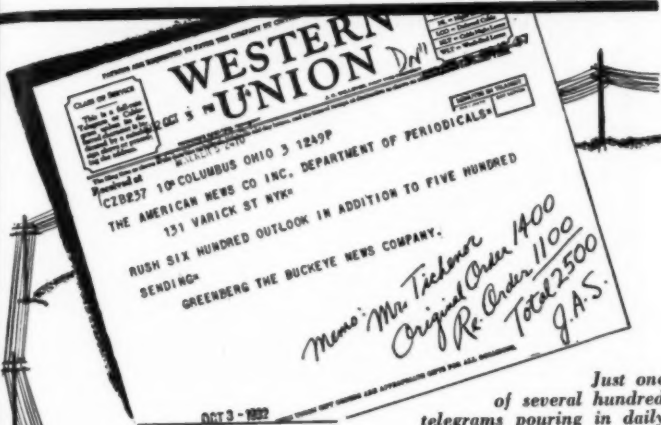
Cone, Rothenburg & Noce, which has been representing the Salt Lake City *Deseret News* in all territory except the Pacific Coast, now represents it in that territory also.

New Photographic Studio

The Standard Studios, Inc., has been formed at 131 West 46th Street, New York, to supply photographs, slides and transparencies to theaters. H. A. Rosenberg, formerly vice-president and treasurer of the National Studios, Inc., and Maurice Workstel, formerly president of the Workstel Studios, Inc., are the principals.

Inventor Joins Basford

Nathaniel B. Wales, inventor, has joined the G. M. Basford Company, New York, advertising agency. He will be in charge of engineering and research of the new products development division.



Just one
of several hundred
telegrams pouring in daily

MAKING PUBLISHING HISTORY!

From every point of the compass they come—telegrams with the same plea: "We're sold out, send another thousand copies." Newsstands clamor for additional copies beyond our ability to supply the demand.

238,000 Copies Reordered After First Day Sale from—

Albany
Buffalo
Boston
Chicago
Cleveland
Denver
Detroit
Milwaukee
Omaha

Detroit
Chicago
St. Louis
Memphis
Portland
Cleveland
Milwaukee
Pittsburgh

New Orleans
Washington
New Haven
Kansas City
Los Angeles
Salt Lake City
San Francisco
Philadelphia

200,000
circulation
guaranteed, but
as of today,
October 5, we
have printed
580,000 copies,
and the presses
are still hum-
ming.

Tell your story in **NEW OUTLOOK**, a magazine whose circulation embraces a mass and class circulation of readers gathered together for the first time under the militant editorship of Alfred E. Smith.

Present low rate of \$650.00 a
page in effect for six months

Forms
Close
October 18
for the
November
Issue

NEW OUTLOOK

OUTLOOK PUBLISHING COMPANY
515 Madison Avenue Telephone: PLaza 3-6969 New York City

Chain Store Sales for August

Company	August 1932	August 1931	% Chge.	8 Months 1932	8 Months 1931	% Chge.
Gt. At. & Pac. (a)	\$79,316,702	\$93,981,527	-15.6	\$602,159,472	\$702,429,513	-14.2
*Sears, Roebuck (b)	19,145,291	24,431,663	-21.6	181,991,521	232,908,349	-21.9
F. W. Woolworth...	18,244,094	21,710,705	-15.9	154,637,320	173,062,546	-10.6
†Safeway Stores	16,686,124			143,682,068		
Kroger G. & B. (c)	15,196,997	17,769,957	-14.0	149,623,477	174,174,065	-14.0
*Montgomery Ward	12,988,264	16,407,426	-20.8	108,018,764	139,519,267	-22.6
J. C. Penney Co. ...	10,752,213	13,254,990	-18.8	91,484,215	103,392,022	-11.5
American Stores (d)	9,919,823	12,139,782	-18.2	79,141,650	93,455,847	-15.3
S. S. Kresge Co. ...	8,804,746	10,976,121	-19.7	76,592,777	88,936,613	-13.8
First National (e) ...	8,041,562	8,075,650	-0.4	66,953,238	70,033,718	-4.3
W. T. Grant Co. ...	5,054,598	5,395,102	-6.3	42,987,623	43,707,057	-1.6
S. H. Kress	4,861,610	5,285,506	-8.0	38,530,094	41,232,793	-6.6
National Tea (f) ...	4,677,733	5,801,745	-19.3	46,180,015	54,004,008	-14.4
Walgreen Co. ...	3,663,330	4,626,601	-20.8	30,950,803	36,710,137	-15.7
H. C. Bohack (g) ...	2,955,353	3,454,955	-14.4	22,097,486	23,740,501	-6.9
McCrory Stores ...	2,627,253	3,213,614	-18.2	24,411,551	25,803,051	-5.3
J. J. Newberry Co.	2,548,413	2,609,685	-2.3	19,400,209	17,888,705	+8.4
Grand-Union (h) ...	2,275,562	2,742,248	-17.0	19,859,310	22,900,841	-13.2
Daniel Reeves (i) ...	1,627,827	1,946,493	-16.3	17,969,089	21,223,903	-15.3
Dominion Stores (j)	1,540,981	1,796,187	-14.2	15,359,652	17,056,310	-9.9
Lerner Stores Corp.	1,408,148	1,761,298	-20.1	13,705,677	16,227,914	-15.5
McLellan Stores ...	1,448,946	1,700,936	-14.8	11,773,355	12,796,460	-8.0
G. C. Murphy Co.	1,361,401	1,518,590	-10.3	11,040,880	11,455,991	-3.6
Melville Shoe ...	1,143,243	1,826,085	-37.4	13,608,847	17,770,027	-23.4
Peoples Drug Stores	1,224,489	1,395,354	-12.2	10,719,186	11,447,333	-6.3
Western Auto S'ply	1,336,800	1,268,900	+5.3	7,391,000	8,297,000	-10.9
Interstate Dept. ...	1,147,966	1,460,663	-21.4	11,370,548	13,738,617	-17.2
Neisner Bros. ...	1,026,698	1,208,950	-15.0	9,070,625	9,860,118	-8.0
Jewel Tea Co. (k)	755,629	961,983	-21.4	6,820,115	8,551,221	-20.2
Lane Bryant ...	723,625	926,483	-21.9	7,838,641	10,562,097	-25.8
Schiff Co.	600,543	720,922	-16.6	5,653,853	6,549,029	-13.6
Bickford's	549,811	627,874	-12.4	4,690,427	5,205,127	-9.8
Winn & Lovett ...	415,166	444,147	-6.5	3,385,450	3,505,311	-3.4
Exchange Buffet ...	325,340	363,562	-10.5	2,963,642	3,621,573	-18.1
M. H. Fishman ...	215,469	254,030	-15.1	1,526,068	1,514,556	+0.7

*Includes both chain and mail-order sales.

†Comparable figures for 1931 not available.

- | | |
|---------------------------------------|-------------------------------------|
| (a)—5 wks. and period to Sept. 3. | (f)—4 wks. and 36 wks. to Sept. 10. |
| (b)—4 wks. and period to Sept. 10. | (g)—5 wks. and period to Sept. 3. |
| (c)—4 wks. and 36 wks. to Sept. 10. | (h)—4 wks. and period to Aug. 27. |
| (d)—5 wks. and period to Sept. 3. | (i)—4 wks. and period to Aug. 27. |
| (e)—4 wks. and period to Aug. 27. | (j)—4 wks. and 35 wks. to Aug. 27. |
| (k)—4 wks. and 32 wks. ended Aug. 13. | |

August sales of the Great Atlantic & Pacific Tea Company, expressed in tons, were estimated at 490,487 this year, compared with 507,772 in August, 1931. This is a decrease in quantity of merchandise sold of 17,285 tons, or 3.4 per cent. Average weekly sales in August were \$15,863,340, compared with \$18,796,305 in 1931, a decrease of \$2,932,965. Average weekly tonnage sales were 98,097, compared with 101,554 in August, 1931, a decrease of 3,457.

A petition in bankruptcy was filed in the United States District Court last week by the Shrinat Corporation, which was known until recently as the National Shirt Shops, Inc., and which listed seventy-one stores in thirty-two cities all over the country as operated by it. No statement of assets and liabilities was filed with the petition.

NUMBER OF STORES IN OPERATION

	END OF AUGUST			END OF AUGUST	
	1932	1931		1932	1931
Kroger Grocery	4,816	4,920	McLellan	275	277
Safeway	3,426	2,634	McCrory	241	243
J. C. Penney	1,472	1,455	S. H. Kress	227	218
Jewel Tea (routes)	1,333	1,320	G. C. Murphy	173	172
S. S. Kresge	719	696	Peoples Drug	118	125
Walgreen	469	460	Neisner	80	77
W. T. Grant	434	382	Exchange Buffet	35	35

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513 —14.2
349 —21.9
546 —10.6

065 —14.0
267 —22.6
022 —11.5
847 —15.3
613 —13.8
718 —4.3
057 —1.6
793 —6.6
008 —14.4
137 —15.7
501 —6.9
051 —5.3
085 —8.4
141 —13.2
003 —15.3
110 —9.9
114 —15.5
60 —8.0
91 —3.0
27 —23.4
33 —6.3
00 —10.9
17 —17.2
18 —8.0
21 —20.2
97 —25.8
29 —13.6
27 —9.8
11 —3.4
73 —18.1
56 —0.7

CLASSIFIED TELEPHONE DIRECTORY

Cement-Cure

"CEMENT - CURE" is the trade name and trade mark of the machine manufactured exclusively by the Cement-Cure Company, Inc. of Allentown, Pa.

"WHERE TO BUY IT"

CEMENT-CURE CO. INC. Phone N.Y. 1-47 Radio 1-1200

Cement-Portland

ROBERTS-STARR 99 West 14..... 99 ut-5357
JOHN STARR & SONS..... 99 ut-5357
99 1550 South 4..... 99 ut-5357

Cement Sidewalks

WAGNER & STYNE & PAYSON 99
1111 Madison St. N.Y. 1-47 Radio 1-1200

Construction

In 1 to 25,000 separate towns you can tell them "WHERE TO BUY IT"

"Where to Buy It" Service—Bell System's contribution to modern merchandising—is as valuable to manufacturers with sectional or spotty distribution as to those with representatives throughout the nation.

Whether your distribution is limited to eight or ten towns or whether it includes the full 25,000 where telephone books are distributed—you will find that "Where to Buy It" can be tailored to fit.

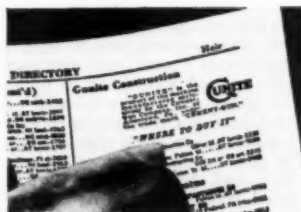
"Where to Buy It" directs your prospects to your authorized local dealers. Your local representatives—names, addresses and telephone numbers—can be listed under your own trade name in classified telephone books wherever you have distribution.

Users of "Where to Buy It" include large manufacturers whose trade names are known by all, and small manufacturers who are known principally within their



home-state borders. In the former group are included such names as Ford, Alliance Insurance, Multistamp, General Electric and RCA Victor.

Ask your advertising or sales counsel for full information. Or write or telephone: Trade Mark Service Manager, American Telephone and Telegraph Co., 195 Broadway, New York (EXchange 3-9800)—or 208 W. Washington Street, Chicago (OFFicial 9300).



A typical "Where to Buy It" listing. It makes authorized dealers easy to find.

Increasing Profits by Watching the Incoming Mail

(Continued from page 4)

letter in the correspondence file. He picked out a letter from the so-called nut customer from a county in New Jersey. It had been answered in the usual way. The company didn't make what he wanted.

He had a little property on a bay of a mountain lake. Log cabins were too expensive. He wondered whether something wasn't sold by some company which looked a lot like logs but could be nailed up like ordinary lumber without being notched as logs must be. He wanted something which looked like a log cabin but which was much cheaper.

The correspondent who answered his letter told him politely and firmly that the company was not in this line of business. The incident was closed.

But the young partner began to figure out how little money it would cost to bring out a new type of lumber which would fit this nut customer's needs. What he found out in the course of a three-week study resulted in an entirely new department of the business which promises at this time to become the most important profit-maker of all of the departments.

New Products Suggested by Nut Letters

Incidents of nut letters which have started profitable lines of industry could be strung out to great length. At least two of the present makers of outboard motors owe their present line to original suggestions from nut customers who wanted something to put on the backs of their rowboats. At least four new products with which I am familiar were also suggested by peculiar people whose letters, if they had been answered in the usual routine manner, would have lost hundreds of thousands of dollars in profits to the companies who were lucky enough to have

intelligent men answering inquiries.

No letter from a nut should ever be perfunctorily handled, for the nut of today may be a pathway for tomorrow's sales and profits.

Letters from the "Not-So-Wealthy"

Poor relations. In the correspondence department of scores of companies there are inquiries which have been discarded. The letters have been answered politely enough but they weren't followed up. Many companies which used to make merchandise only for millionaires have, during the last two years, developed products to sell to the poor and the new poor. If they hadn't they would have gone to the wall.

One of the great greenhouse companies for years used almost to ignore inquiries from poor men who wanted to have little vegetable patches and asked the firm whether it didn't make plant boxes and melon frames. The great company whose average order for greenhouses was over \$7,500 just did not make such products. But it did later on and it was a mighty lucky thing that the business some years back started to build on a broader foundation.

Eastman Kodak's new motion picture camera to retail at less than \$30 and a score of other recent announcements come immediately to mind to prove that the poor relation inquiry should never be high hatted.

A careful re-reading of some of the poor relations inquiries, a more intensive study of the wants which they disclose, would lead to many a survey and many a new product which might result in building the business on a sounder and a broader foundation.

At the Flower Show last year samples of many new products were exhibited. Many of them made out of short ends and other-

Oct. 6

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wise wasted products met with a ready sale not only from the humble and poor relations but from many of the people who used to spend a whole lot more than they do now.

The job hunter. Certainly with so many of our fellow citizens looking with great difficulty and with earnestness for jobs, the "give me a job" inquiry cannot be entirely overlooked. I have already told how one big clothing company is turning a present tendency to ask advertisers for jobs into an asset instead of a liability.

The manufacturer of a well-known electric appliance realized that there is a tremendous goodwill asset in such inquiries, especially at this time. This company decided to handle them correctly and study them. It discovered that many a man who now wants a job is the type of man who had previously been in the habit of earning sufficient money to purchase labor-saving devices for his wife. It also happened that this company was receiving many letters from retailers in various parts of the country asking whether the manufacturer could not furnish a live salesman to work on a commission, a man who knew how to service a motor and sell it.

A Position Clearing-House

It had been the manufacturer's habit to tell the retailers that he was not in a position to do this and to advise them to look around locally. However, the general manager decided to utilize these two kinds of advertising replies, one a sort of by-product of dealer advertising, the other of consumer copy. If the man who saw the consumer advertising and wrote the company for a job, and the dealer who wanted a man, could be brought together, both could be made happy and the good-will of both was worth having for now and for the future.

The company thus started a position clearing-house. Instead of replying to the job hunter letters in a general way saying that there were no openings and ex-

pressing regrets, the company devoted a portion of its advertising space in certain publications to offering positions to readers in the stores of its retail dealers. It told how retailers in all parts of the country needed men who have the knack of explaining things to others and have a certain mechanical dexterity. The readers were told to drop a postcard telling the company the size of the town and mentioning also the names of dealers for whom they would prefer to work.

Advertising the Service

The company told the dealer in its advertising to them about this service which it was willing to render without charge to either the man or the retailer.

Requests from dealers which were stimulated in the dealer copy were kept up to date by constant clerical check. If a position was open in or near the home town of some consumer who wrote in for a job, the company immediately wrote to him and the local dealer as well. Then the man and the dealer got together on compensation, working conditions and other local details.

Whenever the applicant mentions the name of the dealer for whom he prefers to work, and that dealer is not listed as having requested any work, the company nevertheless writes to him at once and tells him that he can secure a competent man with a certain local following. In each case possible, an interview is arranged.

While the company was almost swamped with requests at first, it feels that the idle curiosity seekers in the job hunting class are no greater than they are in any other class of inquiry, and that it pays to give an intensive study and reading to all such requests. It has found for retailers some excellent men, formerly in positions of greater responsibility and has won an appreciable amount of dealer good-will as well as consumer good-will by its unusual action.

Naturally, a manufacturer might



....trade paper, eh

Was our face red?

They called us the trade paper of the office. Were we chagrined? We were not. We merely lit a Murad and sighed "Recognition at last."

In the sense that it is specific and exclusive in editorial purpose and reader audience, Management Methods is a "trade paper" always has been, and will so continue. There's nothing general about it. It's just as specific as the word itself.

And by the way, whence comes this snooty idea that to serve a trade, industry or profession puts a caste mark on a publication? If we know our advertisers (and we think we do) to have the conviction that the deeper a medium gets into business the louder and more often their cash registers ring.

The coordination and control of internal operations in management, some call it—is an important function common to all business—a profession, if you please. Hence Management Methods is a professional paper.

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And it is the *only* journal designed specifically and exclusively for that important management group. Its editorial service erects a perfect background for the advertiser's message. The editors tell "How"; the advertisers, "What with."

There is no compromise or waste in the circulation. It includes those, and only those, who are known to perform this management function for America's better-rated businesses.

We would need a book to tell you all the goods and services these readers buy. The point is that they do buy as long as a business keeps its doors open. They have to.

Play around with the brass hats and stuffed shirts all you will—they're important, too; even cultivate the woman and home influence if you feel adventurous. But bear in mind you've got to deal with the readers of Management Methods sooner or later if you sell your goods or services to their firms. Ask your salesmen; they know.

MANAGEMENT METHODS

The Business Paper of the Office

330 West 42nd Street · · New York

Foster and Kleiser COMPANY



"We Feel That Our Success is Due Largely to the Value of Posters,"

Says
Mr. C. L. Ostrom,
Advertising Manager,
Morton Salt Company.

"Since entering the West Coast market with our Morton blue package we have used many different forms of advertising. Among others we have had several runs of posters. While all of the advertising has been of some value to us, we feel that our success in securing distribution and recognition is due largely to the value of the posters that we have booked through your Company."

The Morton Salt Company is but one of many national advertisers who have found that the Pacific Coast is an exceptionally responsive market and that the Pacific Coast public is unusually receptive to Outdoor Advertising.

The reason lies in the fact that Pacific Coast resources are many and varied, and that its populace, as well as thousands of tourists, are out-of-doors the greater part of the time.

Investigate the Outdoor Advertising facilities of Foster and Kleiser Company in 600 cities and towns in California, Oregon, Washington and Arizona.

Foster and Kleiser COMPANY

GENERAL OFFICES: SAN FRANCISCO
Operating plants in California
Washington, Oregon and Arizona
Offices in New York and Chicago

well say that it is all very well to bring out specific letters which have changed the course of the business, but how about the great mass of ordinary inquiries? How much are such inquiries actually worth? Is it just as good to have a whole lot of inquiries asking for general information or fewer which say specifically "please have a salesman call on me next Tuesday"?

Eleven conclusions, written primarily to convince the directors of a machinery concern, suggest a fair basis of judgment to many another business:

1. The value of any inquiry doesn't depend so much upon the cost of getting it as upon what happens to it when the inquiry is received.

2. Quantity of inquiries is better than mere quality from the standpoint of total sales, provided all inquiries are used as a means of getting some sort of educational material into the hands of prospective customers.

3. Two hundred inquiries a year per 1,000 possible customers asking for general educational material and not turned over to salesmen at all, may affect gross sales more than the same amount of investment in advertising to bring a class of inquiries which salesmen can sell.

4. The value of an inquiry does not depend upon how near it brings a customer for telephoning for a salesman or telegraphing his order for goods. The real value of every inquiry in the aggregate is in the educational work it makes possible.

5. One hundred thousand inquiries in a year which lead to prospects being informed on the merchandise will help sell more goods in the end than the relative number (the number which could be obtained at the same cost) of inquiries which say "send your salesman around to see me next week."

6. Even if every inquiry were followed up by crack salesmen, each one of whom was bent on proving the value of the inquiry it is not fair to advertising to judge

its value sales.

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its value by the number turned into sales.

7. The value of the company advertising should be judged always by the total sales made, not by the sales made to the people who send in inquiries.

8. If sales are made by salesmen, inquiries must be used to educate prospective customers and not to sell goods because the more "sales insistence" which is put into inquiry-bringing advertising, the fewer inquiries will be produced, and the less chance the company will have of getting additional educational material to the men the salesmen are already calling upon.

9. Salesmen and all members of the company should get into the habit of looking for the value of advertising in its acceptance value and at the end of the year. It is not fair to advertising to judge it by any specific incident either very good or very bad.

10. Advertising pressure and sales results must be measured by the same yardstick. Never compare \$10 worth of advertising in New York State with \$10 in Arizona, or sales in the same way without reducing each to a common denominator.

11. Get all business possible out of all kinds of advertising replies, see to it that every incoming letter receives intelligent attention, avoid all form replies.

The head of many a company, big or small, could spend a profitable and instructive day if he would take all the incoming mail, see how each letter was answered, how the answers could be improved.

Here is a parting suggestion to every executive who wants more profits now.

Let him first dare himself to make a bet that he is ingenious enough to squeeze more profits out of letters that have been answered and filed. Then dig out a week's, a month's or a day's mail (depending on the size of his business) and spend a week-end with the collection at home.

"There's gold in them thar files."



No Closed For the Season sign hanging on the Newark Market —no sir-ee. Newark isn't waiting for business to snap out of its Rip Van Winkle. Business is already here and going strong. In fact it never did leave. The show's going on now — no waiting in line for sales.

Talk about a show—why Newark is the third major market in the country today! SALES MANAGEMENT'S compilation of bank debits says so. For the past seven months business has averaged 74.6% of normal and 34% above the national average. (August was 40%.) Is that putting wear and tear on the cash register?

Don't waste valuable time—get some of that extra 40% we have here. One newspaper is all you need—nearly every family reads it.

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

Push-Button Weather

Air Conditioning Needs a Strong Trade Association if It Is to Grow Satisfactorily

DOREMUS & COMPANY

BOSTON

Editor of PRINTERS' INK:

I am anxious to obtain any reading references relative to "Air Conditioning," which have appeared in PRINTERS' INK or PRINTERS' INK MONTHLY. Would it be too much trouble to ask you for the names of some of the leading manufacturers who are manufacturing air conditioning equipment for installation in the various homes, hotels, theaters, etc.?

HAROLD F. VAUGHAN.

UNDER the title "Air Conditioning—Advertising's Next Big Job," PRINTERS' INK MONTHLY has just completed publication of a series of two articles by E. B. Weiss describing the product, the market, the merchandising, and the advertising. The articles appeared in the September and October issues. Extra copies of a list of manufacturers of air conditioning equipment that appeared in the first instalment of the series are available on request.

This survey of a new industrial infant that has attracted a tremendous amount of attention threw a spotlight on current and future developments in this tremendously interesting field.

One of the points brought out in the articles is the vital importance of sane control over the reckless exuberance that usually accompanies the growth of an industrial youngster who shows real possibilities. Radio suffered many trials and tribulations—it is still annoyed by some of them—due to the reckless promotion that featured its initial leap into popularity. The oil burner, in less degree and yet to a sufficient extent to cause plenty of trouble, also paid the piper for its early extravagances.

But with air conditioning a steady hand at the controls is even more important than it was in radio and oil burner development for these reasons: First, air conditioning equipment takes so many shapes and forms, and various appliances perform such unrelated functions, that the opportunity for

reckless claims is greater than in any industry since the advent of the automobile. Thus, we already see ordinary humidifiers featured as the answer to any and every air conditioning problem.

Second, air conditioning, even more than the oil burner, is very closely related to matters of health. Improper installations may definitely menace the well-being of families and even larger groups.

Third, air conditioning apparatus is going through a period of tremendously rapid changes. Radio went through the same experience, but the complications involved in air conditioning equipment changes make radio receiving set engineering difficulties seem quite simple by comparison.

Fourth, there is absolutely no such thing as a formula to follow in installations. Every home represents a separate and distinct problem. The same is true of commercial installations. It is really an engineering matter—and it is going to be handled, largely, by men who may be excellent mechanics but who are very far from being engineers.

Strangers Entering the Field

Fifth, air conditioning shows every sign of attracting an influx of manufacturers and distributors who are entirely strange to the business that will make the rush into radio appear to be merely a sedate march. In other words, a business that must be built on a scientific basis, is going to be overrun with organizations to whom science will be an utter stranger.

We could go on—but surely this is sufficient evidence to convince those who have the future welfare of this new industry at heart that prompt action is urgent if serious damage is to be avoided.

The industry needs co-operative research work. It probably needs a pooling of patents, as has been done in the automobile field. It

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cries out for co-operative advertising that will cut through the maze of conflicting competitive claims and present the basic story of air conditioning to the millions. It must have installation standards, insofar as this can be worked out. And it needs supervision from every angle. In brief, the industry requires, right now, a strong and active trade association—an association that will work on the various things just mentioned and others as well.—[Ed. PRINTERS' INK.]

Takes Over Twentieth Century Press in East

The Pemberton Whitcomb Company, Inc., New York, has acquired control of the Eastern division of the Twentieth Century Press, Inc., which will continue under the name of the Twentieth Century Press and retain its affiliations with the Chicago and San Francisco divisions. Mr. Whitcomb has been vice-president and general manager of the New York office of the Twentieth Century Press for the last five years.

Changes in De Puy Group

Ralph W. Moorehead, for ten years editor of the De Puy Publications, which include the *Northwestern Banker*, *Iowa Bank Directory* and the *Underwriters Review*, all of Des Moines, and the *Central Western Banker*, Omaha, has been made associate publisher. Henry H. Haynes, for several years associate editor and circulation manager, has become editor.

The *Mid-Western Banker*, Milwaukee, one of the De Puy group, has been sold to Donald H. Clark, of St. Louis.

Electrical Group Elects

J. S. Tritle, vice-president and general manager of the Westinghouse Electric & Mfg. Company, was elected president of the National Electrical Manufacturers' Association, at its meeting in Rye, N. Y., last week.

Otto Falk, president of the Allis-Chalmers Company, is first vice-president, and other vice-presidents are: F. L. Nicholson, D. R. Bullen, W. E. Stackling and F. R. Fishback. R. H. Goodille continues as treasurer.

With Chicago Agency

J. Walter Strong, formerly sales manager of Frank Holton & Company, Elkhorn, Wis., band instruments, has joined Merchandisers, Inc., Chicago advertising agency.

Joins Federal

Stanley Ellsworth has joined the research department of the Federal Advertising Agency, New York.

TAP THAT COLLEGE MARKET



Bradbury places 53 noted Universities and Colleges at your finger tips

FOR quick, economical placement of your client's advertisements where the most college men and women will read them, call in Bradbury.

Bradbury has been appointed sole "advertising manager" of 53 of America's leading college humorous magazines.

Bradbury eliminates the guess work, the uncertainty heretofore prevalent in college comic advertising.

More than a publisher's representative, Bradbury, through organization and certain economies, will at one and the same time increase revenue for the colleges . . . reduce costs for the advertiser.

Call up or write today for complete details.

W. B. BRADBURY CO., Inc.
420 Lexington Ave., N. Y. C.
PHONE . . . MOhawk 4-5510

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street
Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street,
A. D. McKinney, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

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S. E. Leith	Allen Low

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, OCTOBER 6, 1932

Agency Commission Armistice

At last out of this eternal argument about the righteousness or iniquity of the advertising agency commission system there has come a suggestion that seems to contain the elements of good sense and good temper.

As one outcome of the deliberations of a self-appointed committee of twenty-one national advertisers—whose activities have been reported and commented upon in PRINTERS' INK during the last few months—a move has been made to bring about an intensive study of the whole situation.

PRINTERS' INK learns from agents and publishers who know what they are talking about—although for the present it cannot divulge the sources of its information—that a former highly prominent advertising agent has been invited to make such a study.

The avowed object is to ascer-

tain what, if anything, is fundamentally wrong about the commission system; to offer corrective measures if such may seem advisable; to bring forward even an entirely new system if one can be found that is better than the present.

The suggestion, we are told, came from certain large publishers as a possible source of respite from the pressure which advertisers have been exerting upon them.

It has even been said that some publishers were threatened with the cancellation of advertising contracts if they did not agree to a lower commission rate as a part of a general plan to reduce advertising costs. When the study was proposed, however, the advertisers could do nothing less than agree: the thing was manifestly fair.

It remains to be seen what will grow out of this development. But in any event it is infinitely better than the impulsive, blundering move to make a lower flat commission rate for all agencies which was attempted early last summer.

While the study is going on, though, let there be no misapprehension about the following fact:

Agencies will continue to be entitled to compensation for their work in accordance with their merits and it doesn't stand to reason that any plan is going to be conjured up that will place all, without reservation, on an equal footing.

If the survey does nothing else it will at least afford a temporary relief from the ill-considered talk about the great fortunes that some agencies are alleged to be making under the present dispensation.

The Tax That Didn't Come In

While Congress was floundering and dickerings around last winter trying to figure out some way of raising some money with which the Government could pay its expensive and wasteful way, PRINTERS' INK suggested that the only workable move would be the adoption of a general sales tax.

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is fund- this we brought forward the composite opinion of many thoughtful business leaders—that the patched-up crazy-quilt tax law that was finally passed would not begin to come anywhere near producing the revenue required.

The new taxes have now been collected for several months and on September 16 the 1932 deficit of the Government stood at \$427,960,154. The budget was balanced only in theory. There had been so many trades, so much favored class treatment that collections proved very poor.

The great cry was to "soak the rich." To give substance to this gentle sentiment there was, for an example, a tax placed on furs which was expected to yield \$1,000,000 the first month; it actually brought in \$284,812. Jewelry produced only \$81,692 instead of the \$750,000 that was figured. The yield from mechanical refrigerators was \$177,090 as against the hoped for \$416,667.

Even the tax on telephone and telegraph messages paid only \$105,425 whereas \$1,975,000 was looked for.

And the list could be extended. Last week's *Time* fittingly calls the whole project "shriveled fruit."

A general sales tax is not a grand and glorious thing to behold. But if this money has to be paid let it be paid. Everybody in the country who buys anything at all has got to contribute his share or the dilemma will get constantly worse. Let's have it over with.

Buying Employment Instead of the ballyhoo and the "buy-now" campaigns of a year ago, present efforts being made to stimulate business are based on far more reasonable premises.

Particularly timely and sound are the recent advertisements run by the Scripps-Howard newspapers which contain ideas of sound logic and economics.

This copy doesn't urge people to buy to save the nation. It takes a shot at the person who is afraid to buy because of neighborhood criticism and by bringing this barrier

to normal buying 'out into the open helps to make it ridiculous.

It asks: "Do you think it is bad taste or out of fashion to appear prosperous?" and answers the question by saying, "Creating work for idle factories is better than gifts to charity. Actually when you buy you are making a major contribution to the welfare of all the people."

It proves the point by these figures:

When you buy an electric refrigerator, you create more than 300 hours of work.

When you buy a car, you create from 600 to 2,000 hours or more of work.

When you buy a suit of clothes, you create more than 7 hours of work.

When you buy shoes, you create more than 5 hours of work.

When you buy golf clubs, you create more than 25 hours of work.

When you buy a radio, you create more than 20 hours of work.

To keep away from any "movement" or "buy to help your neighbor" attitude, Scripps-Howard ends its constructive and interesting copy thus:

"It is good taste, as well as good judgment to buy the things you want and can afford. For every time you buy anything you create employment and *prices may never again be so low.*"

The fear of possible criticism which holds people back from buying could be changed to at least encouragement, perhaps applause, by the proper sort of common-sense advertising.

The Scripps-Howard organization is to be congratulated upon its advertising contribution to sounder thinking.

Such copy offers a suggestion to live wires in every city and town who want to see local sales increase.

Maybe It's Too Late

When the Government attempted a squeeze play (our apologies to Messrs. Joe McCarthy and Charley Grimm) on advertisers and others to exact an additional penny for mailing a letter first-class, it over-reached itself in at least two particulars:

It cut down the use of the mails to an extent that made the higher rates produce less revenue than the

lower; it taught advertisers that fully as good results in a selling way can be obtained by third-class mail, the cost of which is considerably under even the old first-class rate.

The House Post Office Committee, recognizing this condition, came out last week with a strong recommendation that the 2-cent rate be restored. It seems that mailing volume has fallen off to an extent that has thrown many carriers and other post office employees out of work—a distressing situation, of course, regardless of the cause. And so the committee would like to do a little polite price-cutting—offer perfectly good postal service at distress figures, as it were.

Quite likely the revival of the 2-cent rate would cause more letters to be mailed but not nearly so many as the Congressmen seem to think. The Department is going to have one merry time of it in inducing present satisfied users of third-class mail to change to first-class, even though first-class, relatively speaking, may be placed upon the bargain counter; why pay 2 cents for the privilege of mailing some advertising matter when the third-class rate would get just as good results?

What our law makers have done in this readjustment of postal rates is to teach advertisers how to economize without adversely affecting their businesses—something the post office has yet to learn.

The House Committee had better hurry; more and more advertisers are using third-class postage and finding it good. It will take something more than an appeal to patriotism to get them to change. More than likely it is too late already to try to remedy the damage.

Killing Profits

Speaking of drastically cut prices to build volume, as someone was recently, we wonder how many retailers know how much added volume is necessary to hold up dollar sales.

The American Laundry Machinery Company has compiled some interesting figures showing the re-

lation of reduced prices to volume giving some interesting percentages.

For example, if prices are cut 20 per cent retail sales must be increased by 25 per cent in order to maintain the same dollar volume of sales. The table below shows some of the percentage increases necessary if the same dollar volume of sales is to be maintained:

A cut of 5 per cent requires 25 per cent increase in volume.

A cut of 10 per cent requires 66 2/3 per cent increase in volume.

A cut of 12 1/2 per cent requires 100 per cent increase in volume.

A cut of 15 per cent requires 150 per cent increase in volume.

WHAT CUT PRICES MEAN IN TURNOVER

A cut of 5 per cent requires a turnover of 1.32 times.

A cut of 10 per cent requires a turnover of 1.85 times.

A cut of 15 per cent requires a turnover of 2.95 times.

A cut of 20 per cent requires a turnover of 6.25 times.

It all gets back to the general proposition of profitless selling and how to combat it.

If advertisers would take this principle seriously enough to make a little noise about it, there would not be so much price-cutting.

Seed to Build Up Young Republicans

Allen H. Seed, Jr., has been appointed Eastern director of the National Young Republican League. Mr. Seed, who is vice-president of S. S. Koppe & Company, Inc., New York, publishers' representative, will direct a drive to organize young voters in twelve Eastern States.

With Radio Representative

H. P. Peters, for the last two years with the advertising department of the Chicago Tribune, has joined Free & Sleining, Inc., radio station representative of that city, in charge of sales promotion and station data work.

Appointed by Donnelly

A. B. Hossack has been appointed vice-president in charge of sales and operations of the Donnelly Company, Worcester, Mass., outdoor advertising, affiliate of John Donnelly & Sons, Boston.

Gets Hosiery Account

The Dovedown Hosiery Mills, Griffin, Ga., have appointed Gottschaldt, Humphrey, Inc., Atlanta, to direct their advertising account.

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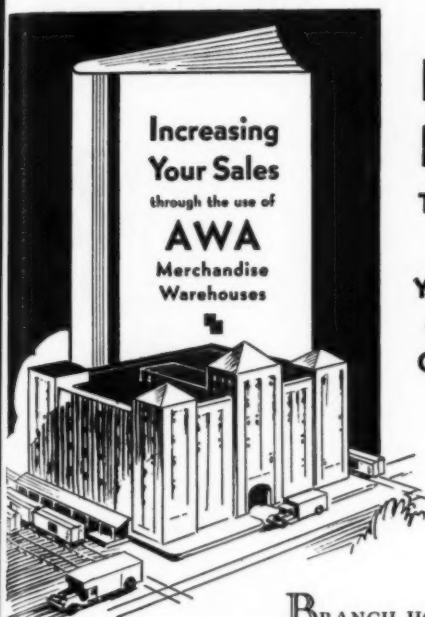
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FREE BOOK

TELLS HOW

to Confine
Your Expenses
to Volume of
Goods Moving

BRANCH HOUSE overhead has caused many a headache during the depression. Losses in many businesses can be traced to the expensive operation of branch houses—at a cost far out of line with the volume of goods sold.

Public warehouses, as operated by members of the American Warehousemen's Association, can cure your "branch house blues." These warehouses are located in every distribution center of importance—ready to furnish all necessary facilities and services required for the strategic spot-stock distribution of raw materials, manufactured goods and service parts of every kind.

You pay on a "piece work" basis for the storage and delivery of your merchandise. Costs are based on the number of units of your goods that are handled. You have little or no overhead if business is dull. And if business is brisk, your costs are less than when operating your own branch house!

Write today for our free 32-page book describing the A. W. A. Plan of Distribution.



**AMERICAN
WAREHOUSEMEN'S
ASSOCIATION**

2016 Adams-Franklin Bldg., Chicago, Ill.

The Little Schoolmaster's Classroom

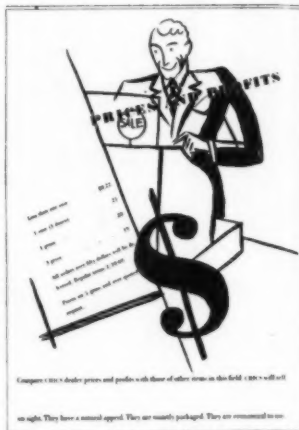
WHEN a piece of direct mail sent to department store buyers pulls direct returns to the tune of 12 per cent—and when these returns are in the shape and form of actual orders—then, as Class members need not be told, an achievement has been recorded that is rather rare in merchandising annals.

Such is the story of a mailing recently sent to store buyers by the Chicopee Manufacturing Corp., New Brunswick, N. J. A short time ago, this company announced a new addition to its line—Chics, a facial cloth made of cotton. Not only was it a new product, but it represented a new market, so far as the company was concerned, for it had never before sold through the cosmetic trade.

It was decided, therefore, that its salesmen would need some special assistance. A special portfolio was planned but for the limited number of copies needed for the sales force it would cost a whale of a lot of money. The company determined to cut out every non-essential, put into effect printing economies that would save considerable money and obtain 200 portfolios for the estimated price of the limited number originally planned.

The resulting portfolio is a beautiful piece of work. A die-cut opening on the cover shows a reproduction of a Chics package, and a sheet of Cellophane, slipped between the package reproduction and the cover, imparts a remarkably realistic appearance. In very few words, the portfolio announces the new product, tells what it is, how it is made, why the process of manufacture imparts certain merits, gives the prices and discounts—in brief, tells the complete sales story in about eight minutes reading time. The portfolio is illustrated by spontaneous brush drawings, measures approximately eleven by fifteen inches, and is done in two colors—yellow and black.

Eighty copies were given to the



A Page from the Chics Portfolio

salesmen to use in their work. The remaining 120 were sent to department store buyers, with an order slip in each one. Twelve per cent of those order slips were filled out and returned.

Just before the recent meeting of the National Wholesale Druggists' Association, the Schoolmaster was surprised to receive a pair of spectacles through the mail. They were attached to a broadside which was advertising the convention and was signed by "Uncle Bill."

Said Uncle Bill: "I am sending you herewith a pair of rose-colored glasses in exchange for them blue ones ye're wearing! And a rock to throw at the bill collector on your way to the station."

The combination of broadside and spectacles was an unusual method of inviting members of an association to attend a convention. The Schoolmaster recommends its originality to other associations who have difficulty getting their members out annually.

"You ought to be ashamed of yourself," the Schoolmaster admonished the sales promotion man-

"On The Spot"



with local talent

AMONG the half dozen most popular radio programs in any city is at least one using entirely local talent. Think that over.

Look what you get: An audience already created. A program known to be a success. What better way to the hearts of home-town folks than through home-town boys and girls they know and like?

In Cleveland, for instance, a local broadcast team is so popular that, when invited to Chicago, 245,000 local fans petitioned them to stay. National advertisers can employ local talent locally. Several of our clients have been extremely successful with such programs on Spot (individual station) Broadcasting.

Scott Howe Bowen, Inc., keeps check on local programs. We can help you give people what they want, when they want it, where YOU want it. That's the answer to productive radio advertising. Let us prove it to you.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY
CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA SAN FRANCISCO

10% to 20% can be

Saved On Your Direct Advertising

by "short cuts," knowing how to buy right, and planning effectively for results.

A Successful Direct Advertising Counselor

With high-grade technical color printing experience, will make mutual arrangements to assume complete or partial direction of your direct advertising from plan to printing. Address "L.A.R.," Printers' Ink, New York City. PLAN—COPY—ART—DESIGN—PRINTING—LITHOGRAPHY—PHOTOGRAPHY—ENGRAVING

In a Tight SPOT?

If your business is in a tight spot, if you need a man resourceful and capable enough to pull it out and willing to depend upon future success for the major part of his compensation, please communicate with

"S." BOX 212
PRINTERS' INK

Sales Representative With Known Record!

Man with actual working knowledge of merchandising and sale of food products—fifteen years' experience, capable of handling any number of specialty men—has wide acquaintance and personal friendship of the national chain stores' executives and jobbers, especially in the Middle West. Only offers from manufacturers of high-grade products considered. Address "B." Box 69, Printers' Ink.

EGYPT (South Illinois) IS 300 MILES FROM CHICAGO

This fertile part of Illinois is not covered by any metropolitan newspaper. Therefore you must use

**EGYPT'S
ASSOCIATED DAILIES**

Secretary—Marion, Ill.

ager of a large company, the other day. "That broadside contains more superlative and enthusiastic claims than any reputable advertiser should use. Do you think that your retailers really believe you when you say that this is the most sensational offer ever made in your line?"

"Believe it?" was the reply. "Why, of course, I do. In fact, we know that our retailers like just that kind of talk. This broadside which you criticize has pulled far greater returns than we expected. We enclosed a return card with it and the cards have been coming in in quantities every day."

"I have had a lot of people criticize us for our use of such words as 'astounding' and 'sensational.' To those of us who are close to the advertising business, these words have become hackneyed. But we know from actual experience that dealers still like to read about sensational things. A conservative, modest announcement won't get the attention that the more blatant kind does."

The Schoolmaster still thinks that this particular broadside might have been toned down a little bit and have been just as effective. But this little incident proves, once more, the danger of judging any sort of advertising material on one's own personal reactions. After all, the real test of advertising is results.

* * *

Coupons have been introduced in various places but they are infrequently used on book jackets.

Last week Charles Scribner's Sons published the first volume of a two-volume series by James Truslow Adams, called "The March of Democracy." Knowing that a great many readers who read Volume One will be interested in Volume Two, the company has pasted to the inside flap of the book jacket a coupon, with a regular tear-line and a place for name and address on which the reader may order Volume Two which will not be published until February.

As a hook to get immediate orders, the company points out that

the other coupon will get the reader a first edition copy.

In Santa Barbara, Calif., Val Felger, the local distributor of Norge refrigerators, is making a very interesting and effective use of what might be called the Will Rogers technique in advertising.

Mr. Felger calls his place of business "Trading Headquarters" and refers to himself as the Old Trader. Two or three times a week he places a five-inch, single-column advertisement in local newspapers which is headed, "Val Felger—the Old Trader—says":

His copy is homely but it has that warm-blooded feeling that gets a read. Here, for instance, is a sample of one of the Old Trader's advertisements:

VAL FELGER
—THE OLD TRADER—
SAYS:

Aug. 8—To the People of Santa Barbara:

I see where Greta Garbo is still high among folks—even her home folks, the Swedes. She's the first Norge to get famous as a hot tamale though; so she's got plenty to be proud about. Now, you take this Norge refrigerator I'm handing down here. It sticks to Nordic principles. It stays cool, and you can always depend on it. If you are struggling along with an old-fashioned ice box, you needn't. Just bring it in, and I'll trade you the new trouble-free Norge for it. Let's talk it over; 'cause it don't take nary a cent to talk to Val.

YOURS,
VAL FELGER.

The way in which manufacturers have adapted themselves to re-adjusted markets has been one of the most encouraging phases of recent times. The Schoolmaster was reminded of this forcefully when he saw a series of four cards which the Curtis Service Bureau has prepared for contractors, builders, etc. In copy which explains these cards to the dealers, the company says:

"If yours is like most communities, home-building is limited. Your only course is to turn to modernizing. The kitchen is the best place to start. This is why:

"People are spending for the kitchen. Electric refrigerator sales are mounting every day. Every sale amounts to \$100 to \$200. The

Cartoons

For Every Purpose

No matter what kind you may want; no matter what you may wish to pay, we can supply your cartoon requirements. Prices from \$25.00 to \$1,000.00 each.

We can supply cartoons in one panel, strip or page form, and we will gladly cooperate in developing an idea or plan. Let us suggest a cartoonist for your next cartoon requirement. Ask for list.

Fred A. Wish

INCORPORATED
12 E. 41st Street, N. Y. C.

Specializing in Cartoons and
Cartoon-Style Advertising

YOUR man for the Pacific Coast

Ex-New York agency man, for past two years associated with Los Angeles agency, desires connection with Eastern agency as California representative. Controls few small accounts. Young, single, six years' advertising experience. Qualified to operate branch office serving major accounts. Arrives in East in ten days and available for interview.

"T," Box 211, Printers' Ink

WILL THESE HELP HOLD YOUR ACCOUNTS?

- A successful system of control over advertising costs with relation to sales.
- A proven analytical service to your clients covering sales, advertising, merchandising and production costs.
- An efficient control of your financial and organization affairs enabling you to give the maximum of time and thought to your accounts.
- A practical analytical method for selecting media to insure the maximum return for every dollar spent for your client.
- An executive with ten years' experience in organizing advertising agency financial and departmental operations—five years as account executive—several years analyzing the sales and advertising costs of many large manufacturers—a practical knowledge of sales distribution and merchandising—a thorough knowledge of all classes of media—many years of accounting practice backed by three years of public accounting.

Address "Treasurer"
Box 210, Printers' Ink

How to make RETAILERS use AGENCY Copy

Successful young publicity director of \$10,000,000 department store will join an advertising agency having accounts which require complete and practical knowledge of retail store publicity and sales promotion. Have reorganized scores of promotional campaigns submitted by agencies for retail use, and know from experience what type of material and plan the retailer will actually use to promote branded articles. Excellent references. Personal interview easily arranged in New York City, or will open negotiations by letter. "Q," Box 68, PRINTERS' INK.

ADVERTISERS' DICTIONARY OF SYNONYMOUS ADJECTIVES—335

pages, India paper, pocket size, Fabrioid cover. For agency or advertiser alike—for advertisement or correspondence. Check or money order with order. Price \$1.75 postpaid. Money back if not satisfied. AL Black, 1328 S. Wabash Ave., Chicago

fine Curtis cabinet costs no more. Every electric refrigerator owner is a prospect, especially if he bought the refrigerator a year ago. But how can you find them with your reduced sales appropriation? Here is the idea—"

The company then goes on to explain its direct-mail campaign and points out to the dealer that the four cards could be sent out at a cost including postage of from 11 to 14 cents per name.

The cards, themselves, were attractively prepared and went directly after the home modernizing market.

* * *

In a recent editorial in *Automotive Industries* there was the headline, "Rumors, At Least, Reach a New High." The editorial then pointed out that although business in the automotive field may be picking up slowly, rumors were showing a rapid growth.

The Schoolmaster has always felt that one of the most significant signs of impending business pickup was not to be found in commodity prices, bank statements, etc., but rather in a close study of the stocks being sold on the rumor market.

In the so-called world of advertising, so long as there is a bumper crop of good, luscious rumors of the market, business cannot be entirely bad.

Scott Now Directs Duriron Sales

W. H. Scott, for thirteen years with The Duriron Company, Inc., Dayton, Ohio, has been appointed general sales manager, succeeding T. D. Slingman Jr., resigned.

TYPOGRAPHIC SALESMAN

A WELL-KNOWN FIRM specializing in Advertising Typography is desirous of procuring a salesman with active accounts. An interesting proposition is open to the man who can produce. Give full particulars. "O" Box 60 Printer's Ink

"GIBBONS knows CANADA"

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified ads written—
Inserted All Magazines, Newspapers
MARTIN ADVERTISING AGENCY
714 Madison Ave., New York, Est. 1923

HELP WANTED

REPRESENTATIVE TO CONTACT
HIGH-CLASS TRADE. A new, diversified mailing list service. Repeat business. Splendid opportunity. Liberal commission. Box 562, Printers' Ink.

DIRECT MAIL.—Well-established firm near N. Y. C. has opening for man who can write effeminate copy; make layouts, create ideas. This job carries real future. Write 3-page letter about your last 5 years. Mention age, salary, religion. Box 563, Printers' Ink.

MISCELLANEOUS

ARTIST—VISUALIZER—LAYOUT MAN—WANTS SPACE IN AGENCY FOR PUBLICATION. Versatile—illustrations—cartoons—lettering. Crisp layouts. Supervise production. Box 564, P. I.

For humorous radio programs and continuities that sell merchandise, consult James Madison, 465 S. Detroit St., Los Angeles. Have written for Eddie Cantor and other remotest stars. Agency work solicited.

PARAGON NURSING NIPPLES

"A Good Bust in the Jaw"
a titillating line from that grin tale, *Albur Whistle, Bologner*, by T. Harry Thompson, illus. by Ray Rohn. Espec. int. copy-men. \$1, postpaid. Box 555, P. I.

FOR RENT outside office space in the Tower Building, 6 North Michigan Ave., Chicago. Office completely and attractively furnished. Rental \$30 a month includes cleaning, light, etc. Ruth Hammen, Room 1512, 6 N. Michigan Ave., Chicago. Telephone: Dearborn 9560.

POSITIONS WANTED

ARTIST—Versatile, 10 years' general experience with agency and printer, good modern layout and lettering. Will consider any reasonable offer in the metropolitan area. Box 566, P. I.

Secretary Correspondent Stenographer college, experienced in editorial and advertising agency, new business, research and promotional work. Qualified account executive's assistant. Box 557, P. I.

can successfully handle a double job of

ART AND PRODUCTION

shows type, engraving, presswork, and creative ability. Distinctive layouts, lettering, finished art. Moderate salary. Box 558, Printers' Ink.

COPY WRITER—Liberal Arts graduate; well-rounded experience with large agency; has done excellent work on national accounts; thoroughly capable; best references. Box 567, Printers' Ink.

ARTIST—Good figure work, lettering, layout, mechanical photo retouching. Quick, creative and modern. References from Nationally known producers of advertising art. Box 568, Printers' Ink.

SMALL WARES DRAWINGS

\$3.00 up; pots, jewelry, shoes, vacuums, irons, crockery, stoves, radios, crockery, lamps, etc.; free-lance basis; New Yorker. Box 565, Printers' Ink.

Advertising Executive—desires position Adv. Mgr. or Asst. or Copywriter. Experience in copy, production, publicity, public speaking for national accounts. Specialized insurance, radio, financial. Reasonable salary. Box 569, P. I.

DISPLAY ARTIST—Broad experience at visuals, layouts and finished work for window displays, posters and display cartons. Good letterer and pictorial man with thorough construction knowledge. Position or free lance. Box 559, P. I.

ART AND PRODUCTION executive with creative layout ability, 15 years' experience with large corporations, will make nominal investment with services in agency, printing or direct-mail organization. Splendid record and credentials. Go anywhere. Box 560, P. I., Chicago Office.

Advertising—Sales Promotion

7 years' ground work in sales. 6 years with leading 4-A agencies—research, markets, media, plans. Copy "keyed to the times." Samples available. Married. 35. Gentile. Go Anywhere. Box 561, Printers' Ink, Chicago Office.

TECHNICAL AND INDUSTRIAL

Over 15 years' widely diversified experience as advertising manager and as agency copy writer, contact man and account executive. Also some general experience. Graduate engineer. Age 41. Christian. Salary secondary to opportunity. Box 556, P. I.

WE KNOW OF A MAN whose ability and experience would be valuable to any business which has to do with publishing, merchandising or selling.

He is a University of Wisconsin graduate, and has had wide experience in sales and publicity work. He is very well acquainted in Canada and the United States. He has done considerable editorial work, and has edited and managed magazines in both the United States and Canada. In analytical work of trade conditions he has been commented very favorably, particularly in the rural and small-town fields.

He is a Christian, married and prefers to be employed by some concern in the Middle West. Box 570, Printers' Ink.

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WHAT KIND *of* JINGLE BELLS?

NOTHING makes a more delightful Christmas carol for the business man than the **JINGLE OF THE CASH REGISTER** during the holidays.



• • And nothing helps more to make the jingle of the cash register a regular carol than an attractive holiday catalog or folder. We know because we have been helping business men with Christmas catalogs and folders for 20 years. And this experience is yours when you call upon us to help you.

• • There is still time to get out that Christmas catalog or folder if you call upon us immediately.

Why not make the call **NOW?**

TELEPHONE
MEdallion
3 - 3 5 0 0

CHARLES FRANCIS PRESS
461 Eighth Avenue, New York, N. Y.



Chicago loop department stores used 25,465 more lines of advertising in the Chicago Tribune during September this year than in the same month last year. The Tribune gained 5,000 more lines than the two leading evening newspapers combined.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St. Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg. San Francisco, 820 Kohl Bldg.